



# EU-JAPAN BRIEF

THE EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION NEWSLETTER

**2** APR 2005 Vol.3

## 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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### 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@eu-japan.com](mailto:j.michelson@eu-japan.com)

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.

日欧産業協力センター

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## Forthcoming Centre's activities

### MANAGERIAL TRAINING COURSE IN JAPAN

Japan's production techniques and quality management are among the most competitive in the world, and innovation is also one of the strong points of Japan's industry.

The < **World Class Manufacturing** > managerial training programme in Japan assists EU companies to acquire a better understanding of the manufacturing methods like 'KAIZEN' (continuous improvement), 'TQC' (Total Quality Control), 'TQM' (Total Quality Management), 'TPM' (Total Productive Maintenance), 'JIT' (Just in Time) and 'TIE' (Total Industrial Engineering).

It helps participants to learn how to improve manufacturing capabilities and to increase performance by adapting Japanese manufacturing methods to the European production line.



**Course dates: from 24 October to 1 November 2005**

**Application deadline: 31 August 2005.**

For more information, please click: <http://www.eu-japan.com/europe/wcm.html>

### THE EU-JAPAN CENTRE ON TOUR...

In May, we will be in the Slovak Republic and on the island of Ireland:

**Bratislava: 2-4 May; Dublin & Belfast: 16-19 May.**

Should you be interested in a meeting to discuss how we can help you, please e-mail [simon@eu-japan.com](mailto:simon@eu-japan.com) or call +32 2 282 0047.

In future editions of EU-Japan Brief we will inform you of the dates we will be in other countries.

### THE EU-JAPAN CENTRE'S NEW PUBLICATION

In March of this year the Centre published a unique guide, "EU-Japan Bridge", for European companies wishing to work with Japan.

Sorted by country, most of the governmental and non-governmental organisations, located in the EU and Japan and active in EU-Japan cooperation, are listed with information on their contact details and the type of business support they offer to European companies wishing to work with Japan.

For more information, please click:

<http://www.eu-japan.com/europe/guide.html>





# EU-JAPAN BRIEF

## THE 14TH EU-JAPAN SUMMIT, 2 MAY 2005

EU leaders are welcoming Japanese Prime Minister **Junichiro Koizumi** to the 14th Summit between the European Union (EU) and Japan in Luxembourg on 2 May 2005.....Discussions covered are on political and economic aspects of the **EU-Japan relationship**, as well as global issues including the environment, disaster preparedness and the forthcoming WTO Hong Kong ministerial meeting, as well as a range of key international issues including relations with China, the Korean Peninsula, Russia, Iran and Iraq.

More information on:

[http://jpn.cec.eu.int/home/index\\_en.php](http://jpn.cec.eu.int/home/index_en.php)



## JAPAN PLANS TO OPEN EMBASSY IN SLOVENIA

"Non-residential Japanese Ambassador to Slovenia Itaru Umezu, who was on Monday, 27 December received by Foreign Minister Dimitrij Rupel, announced that Japan was planning to **open an embassy in Ljubljana at the beginning of 2006.**

Ambassador Umezu, who is seated in Vienna, said that the Japanese budget for 2005 foresaw funds for the opening of a Japanese embassy to Slovenia, the Foreign Ministry said. The pair agreed that relations between the two countries are good and friendly, according to the ministry.

Minister Rupel presented to the ambassador the priorities of the Slovenian presidency of the Organisation for Security and Cooperation in Europe (OSCE) in 2005, saying that strengthening the cooperation with Asian partners would be one of them."

SOURCE Slovenia Business Week no. 1, 3 JAN 2005

<http://www.gzs.si/eng/article.asp?ID=969>

## LEAN MANUFACTURING CONFERENCE



Wroclaw Centre for Technology (Wroclaw University of Technology) is organising the **5th Lean**

**Manufacturing Conference in Wroclaw, Poland** on 15-17 June 2005. The conference focuses on implementing "lean thinking" in companies in Poland. As the lean approach was originated by Toyota Production Systems, the conference has Japanese-related content: one of the managers of **TOYOTA MOTOR MANUFACTURING POLAND** will be a plenary speaker at the conference (he is, however, Polish), and among 10 companies that will be visited by the conference participants is that Toyota plant located in Walbrzych, Poland.

More information: <http://www.lean.org.pl/>

## EU 7TH FRAMEWORK PROGRAMME

On 6 April 2005 the European Commission announced its proposals for the Seventh Framework **Programme for research and development** (FP7), together with a Communication, 'Building the ERA of knowledge for growth', setting out the policy objectives.

More information on: <http://www.cordis.lu/fp7>

## EU MEMBER STATES AT THE AICHI EXPO

Austria	<a href="http://www.expo2005.or.at/">http://www.expo2005.or.at/</a>
Belgium	<a href="http://www.expo2005.be/home/">http://www.expo2005.be/home/</a>
Czech Republic	<a href="http://www.expo2005.cz/">http://www.expo2005.cz/</a>
Denmark	<a href="http://www.nordicatexpo2005.org/">http://www.nordicatexpo2005.org/</a>
Finland	<a href="http://www.nordicatexpo2005.org/">http://www.nordicatexpo2005.org/</a>
France	<a href="http://www.expo2005.fr/">http://www.expo2005.fr/</a>
Germany	<a href="http://www.expo2005-deutschland.de/enter.html">http://www.expo2005-deutschland.de/enter.html</a>
Greece	<a href="http://www.expo2005greece.gr/web/default.fds">http://www.expo2005greece.gr/web/default.fds</a>
Ireland	<a href="http://www.irelandexpo2005.com/mid.html">http://www.irelandexpo2005.com/mid.html</a>
Italy	<a href="http://www.expo2005italia.it/">http://www.expo2005italia.it/</a>
Lithuania	<a href="http://www.expo2005.lt/">http://www.expo2005.lt/</a>
Netherlands	<a href="http://www.holland-expo2005.com/">http://www.holland-expo2005.com/</a>
Poland	<a href="http://www.kig.pl/expo/expo2005.html">http://www.kig.pl/expo/expo2005.html</a>
Portugal	<a href="http://www-1.expo2005.or.jp/en/nations/4g.html">http://www-1.expo2005.or.jp/en/nations/4g.html</a>
Spain	<a href="http://www.expoaichi2005.es/es/html/00home/">http://www.expoaichi2005.es/es/html/00home/</a>
Sweden	<a href="http://www.nordicatexpo2005.org/">http://www.nordicatexpo2005.org/</a>
United Kingdom	<a href="http://www.my-earth.org.uk/top_flash_e.html">http://www.my-earth.org.uk/top_flash_e.html</a>

More information: [http://www-1.expo2005.or.jp/en/nations/list\\_europe.html](http://www-1.expo2005.or.jp/en/nations/list_europe.html)



## WORLD INVESTMENT CONFERENCE

For the past two years, **LA BAULE - World Investment Conference** has been held with the European Commission's support and patronage.

These conferences were a success, making this event a recognised forum where some 700 high-level international leaders, captains of world industry, EU Member State national and regional political figures, European economic development agency heads, experts and journalists meet and exchange views on one concrete shared goal: to contribute to implementing the grand project devised by the 15 EU Member States in Lisbon in 2000 to enhance the attractiveness and competitiveness of Europe and its regions.



The 2005 Conference is to be held on June 30 and July 1. Japan is the special guest of this third edition as the conference theme "From Knowledge to Value" is particularly suited to the Japanese image and industrial strategy. Japan's **Prime Minister, Mr. Koizumi**, and **Minister of Economy, Trade & Industry, Mr. Nakagawa**, will attend this conference.

## DESHIMA AWARDS 2005 - CALL FOR NOMINA-

In 2005 the **Netherlands Chamber of Commerce in Japan** (NCCJ), in cooperation with the **Royal Netherlands Embassy**, will award two Dutch companies with its annual "**Deshima Awards**". The awards are intended to recognise the extraordinary achievement of Dutch companies or institutions in the field of export, technology transfer or other entrepreneurial activities with regard to the Japanese market.

This year the NCCJ will present two awards to recognise companies in two distinctly different categories:

- companies that are already well established in the Japanese market;
- companies that have only recently entered the Japanese market.

The "**Deshima Awards**" has existed since 2000, the year in which Japan and the Netherlands commemorated 400 years of bilateral relations. Previous winners include Lagerwey Windturbines B.V., Vialle, Nutreco, Control Break International, ING Group N.V. and Adimec Electronic Imaging B.V.

**The deadline for nominations is 31 May 2005.**

For more information please contact:

The Royal Netherlands Embassy at : [tok-ea@minbuza.nl](mailto:tok-ea@minbuza.nl)

The Netherlands Chamber of Commerce in Japan at : [nccj@nccj.jp](mailto:nccj@nccj.jp).



## 2005 EU-JAPAN YEAR OF PEOPLE-TO-PEOPLE EXCHANGES Calendar of events



For events held in the EU, please look at: <http://www.mofa.go.jp/region/europe/eu/exchange2004-3.html>

For events held in Japan, look at: [http://jpn.cec.eu.int/relation/showpage\\_en\\_relations.programmes.people.calendar.php](http://jpn.cec.eu.int/relation/showpage_en_relations.programmes.people.calendar.php)



# EU-JAPAN BRIEF

## FORMER PARTICIPANT'S TESTIMONIAL

For European entrepreneurs and managers genuinely committed to the long term quality of their businesses, Japan is the ideal partner. The demand for quality is so high and so embedded in people's culture that cooperation with the Japanese is often challenging : intercultural communication is the key. The "Japan Industry Insight" programme gave me a unique opportunity to enhance my understanding of the "Japanese way" by both learning about and living with the Japanese.

Through the "Japan Industry Insight" course I gained confidence about further strengthening the relationship with my Japanese partners and customers. Thus Spesso Gaskets' Japan-related business, about 25% of total business in 2004, is growing at a 50% annual rate. But, more than short-term profits, it is a long-term commitment to the Japanese industrial "philosophy" that drives my decisions. Just after my return from the HRTP, I started a major consulting and training programme with JMAC Europe (Japan Management Association Consultants Europe) aiming at manufacturing excellence through the Lean Enterprise model.

With the same objective, this coming July I will attend the "World Class Manufacturing" Course, one more great opportunity that the EU-Japan Centre is giving me to deepen my understanding of Japan's manufacturing leadership.

I am grateful to the EU-Japan Centre for Industrial Cooperation, whose "Japan Industry Insight" course lectures, networking and company visits strengthened my judgement of Japan as an invaluable source of industrial culture and innovation. As in the case of my company, there is a huge potential for cooperation in many sectors between Japanese and European SMEs with intercultural management skills.

**Giorgio Possio / SPESSO GASKETS srl - HRTP-36**



## UK TRADE MISSION

The Motorsport Industry Association (MIA) has just completed its annual UK Trade & Investment-sponsored Trade Mission to Tokyo. Japan's motorsport and performance engineering industry is worth an estimated £525 million per annum and is the second largest export market for British motorsport companies.

This Mission therefore represents great opportunities: to enter a market that is already actively seeking UK products, to expand an existing customer base and, for 2005, to visit this key region in advance of the first 'Motorsport Japan Show' (13-15 December 2005).

For further information mail to:  
[olivia.harper@the-mia.com](mailto:olivia.harper@the-mia.com)

## JAPAN FEATURE

At the end of March 2005 "Le Moci", a French weekly publication specialised in export topics, published a special feature on Japan which was distributed during the visit of President Chirac to the French stand at the AICHI Expo.

More information on: <http://www.lemoci.com>



## VULCANUS IN JAPAN - HOST COMPANY

Asahi Kasei Corporation has held student traineeships through the Vulcanus Programme since 1998. We are consistently impressed by the outstanding dedication of the students in their research, and by their flexibility to adapt to the very different living environment of Japan.

In addition to affording students the opportunity to obtain practical research experience, research collaboration with them has brought a heightened intercultural understanding and led to encouraging technical results.

Despite the brief term of traineeship, genuine friendships have grown between the trainees and our researchers, and it is always gratifying.



Ms. Miho USUI - Programme Coordinator  
(Postdoctoral Research Fellowship & Internship Placement) Planning & Control Department - Corporate R&D

**AsahiKASEI**

## JOB CORNER

This month's job proposals:

- ◆ KEY ACCOUNT MANAGER BASED IN JAPAN
- ◆ MECHANICAL ENGINEER IN AUSTRIA

Are you looking for a job, or would you like to advertise a job vacancy? Please go to: [http://www.eujapan.com/europe/alumni\\_cv.html](http://www.eujapan.com/europe/alumni_cv.html)



## NEWS

**EU Gateway to Japan** is a European Commission's export promotion programme, which for 10 years now has been helping SMEs across the EU to enter and succeed in the Japanese market, in particular through trade fairs and trade missions that generate real business leads. For the Danish company MODUM A/S, which produces foldable escape ladders in anodised aluminium, the programme was especially successful. Its third participation in an EU Gateway to Japan event led to the signing of a contract with a Japanese company supplying fire safety equipment to the building industry. Mr. Rasmussen, the owner of MODUM A/S, said: "EU Gateway to Japan is such a great programme, so the more companies that know about this opportunity and participate in its missions, the better."

The programme is coordinated in Europe by EUROCHAMBRES - the Association of European Chambers of Commerce and Industry through a network of 25 national Chambers of Commerce.

## Looking for high-tech business partners in Japan?

Every year, the Global Venture Forum (GVF) helps companies in high-tech sectors find Japanese business/project partners. Organised by the Osaka Chamber of Commerce, the GVF offers a platform for firms to present their new technology to a carefully-invited audience of potential partners. The presentations are followed up with one-to-one discussions (interpretation and other support will be provided).

The GVF links technologies and unites venture companies with established firms that can offer other expertise, financing and input.

This year there will be two events:



☐ **GVF05-BIO** for companies in biotech fields (including drug discovery, diagnostic/therapeutic technology, medical equipment/devices, agribio, biomass, etc.).

**Application deadline: 20 May 2005**



☐ **GVF05-IT** for companies in information technology/ electric/electronic device fields.

**Application deadline: 22 July 2005**

More details: Contact Simon at the EU-Japan Centre:

tel. +32 2 282 0047 / [simon@eujapan.com](mailto:simon@eujapan.com) / go to

<http://www.eujapan.com/europe/gvf.html>

Date / Location	Event	Contact
1 - 31 May 2005 Tokyo, Japan	<b>UK Trade Mission</b> "Clothing, footwear and fashion"	UK Fashion Exports Mail to: <a href="mailto:info@ukfashionexports.com">info@ukfashionexports.com</a>
3 May 2005 Bratislava, Slovakia	<b>Conference</b> Japan - A Strategic Business Partner	New Management Conferences - NMC s.r.o. Gabriela Stuchlá - Mail to: <a href="mailto:nmc@internet.sk">nmc@internet.sk</a>
4 May 2005 Brussels, Belgium	<b>Press and Lunch Conference</b> "Export to Japan"	The Belgium-Japan Association & Chamber of Commerce Mail to: <a href="mailto:info@bjja.be">info@bjja.be</a> or fax +32 2 644 23 60
9 - 11 May 2005 Tokyo, Japan	<b>Beauty World Japan 2005</b> French Pavilion - France Label	Nextrade Mail to: <a href="mailto:nextrade@collection-france.com">nextrade@collection-france.com</a>
9 - 12 May 2005 Ciudad Real, Spain	<b>FENAVIN 2005 - Seminar</b> (1st day) "Understand Japan/China, sell wine"	<a href="http://www.fenavin.org/notasPrensa.php">http://www.fenavin.org/notasPrensa.php</a>
10 May 2005 Paris, France	<b>Conference</b> In the framework of "Understanding Japan - The Basics" "New Japanese consumers and Marketing Strategy"	CEFJ (Comité d'Echanges Franco-Japonais) Tel.: +33 1 5565 3512 - Fax: +33 1 5565 3677 <a href="http://www.cefj.org/">http://www.cefj.org/</a>
12 May 2005 Paris, France	<b>Seminar Asia 2005 (5th year)</b>	UBIFRANCE - <a href="http://www.ubifrance.fr/">http://www.ubifrance.fr/</a> Mail to: <a href="mailto:monique.courregelongue@ubifrance.fr">monique.courregelongue@ubifrance.fr</a>
15 - 22 May Tokyo, Japan	<b>Multisectoral Prospecting Mission</b> including a visit to Toyota City, Nagoya	Lille Metropole Chamber of Commerce Mail to: <a href="mailto:m.bendler@lille.cci.fr">m.bendler@lille.cci.fr</a> or <a href="mailto:c.constant@lille.cci.fr">c.constant@lille.cci.fr</a>
16 - 17 May 2005 Tokyo, Japan	<b>Tokyo Ubiquitous Network Conference WSIS thematic meeting</b> "Toward the realization of a Ubiquitous Network Society"	Ministry of Internal Affairs and Communications- Japan Telecommunications Bureau - Meeting Secretariat - Int'l Affairs Dept
16 - 20 May 2005 Tallinn, Estonia	<b>15th European - Japanese Conference</b> on Information Modelling and Knowledge Bases	<a href="http://sise.ttu.ee/infoinst/conference/">http://sise.ttu.ee/infoinst/conference/</a>
17 May 2005 Glasnevin, Ireland	<b>Trade Forum Seminar</b> "Jump-start to Japan"	Irish Exporters Association Tel.: +353 1 6612182 - Mail to: <a href="mailto:cleydon@irishexporters.ie">cleydon@irishexporters.ie</a>
17 May 2005 Paris, France	<b>Conference</b> In the framework of "Understanding Japan - The Basics" "Communicate in Japan: Practices and Stakes"	CEFJ (Comité d'Echanges Franco-Japonais) Tel.: +33 1 5565 3512 - Fax: +33 1 5565 3677 <a href="http://www.cefj.org/">http://www.cefj.org/</a>
18 May 2005 Tokyo, Japan	<b>4th INTERNATIONAL BIO EXPO JAPAN</b>	BIO EXPO JAPAN Show Management Mail to: <a href="mailto:bioexpo@reedexpo.co.jp">bioexpo@reedexpo.co.jp</a>
18 - 20 May 2005 Yokohama, Japan	<b>JSAE -Automotive Engineering Exhibition</b> French/Japanese Meetings	UBIFRANCE Tel.: +33 1-40733174 - Mail to: <a href="mailto:pascal.galli@ubifrance.fr">pascal.galli@ubifrance.fr</a>
20 May 2005 Niigata, Japan	<b>Japanese-German Workshop</b> on Nanocrystalline Dielectrics and their Application	Institut für Elektronische Materialien <a href="mailto:c.pithan@fz-juelich.de">c.pithan@fz-juelich.de</a> - <a href="http://www.fz-juelich.de/iff/e_iem/">http://www.fz-juelich.de/iff/e_iem/</a>
22 - 27 May 2005 Arcachon, France	<b>Lithium Battery Discussions</b> Electrode Materials	LiBD-3 - <a href="http://www.icmcb-bordeaux.cnrs.fr/libd/">http://www.icmcb-bordeaux.cnrs.fr/libd/</a> Dept of Materials Chemistry, Uppsala University, Sweden
24 - 25 May 2005 Osaka, Japan	<b>20th UK-Japan High Technology Industry Forum</b>	<a href="http://www.aptn.org/20ukj.htm">http://www.aptn.org/20ukj.htm</a>
25 May 2005 Paris, France	<b>Seminar</b> "Alliances, Partnerships and Internationalisation French and Japanese Strategies"	CEFJ (Comité d'Echanges Franco-Japonais) Tel.: +33 1 5565 3512 - Fax: +33 1 5565 3677 <a href="http://www.cefj.org/">http://www.cefj.org/</a>
28 May 2005 Düsseldorf, Germany	<b>A Festival of Culture and Economic Summit</b> Japan-Day Düsseldorf/NRW	<a href="http://www.gfw-nrw.de">http://www.gfw-nrw.de</a> <a href="http://www.duesseldorf-tourismus.de">http://www.duesseldorf-tourismus.de</a>
31 May 2005 Brussels, Belgium	<b>Business Seminar</b> Japanese Business Etiquette and Manners	The Belgium-Japan Association & Chamber of Commerce Mail to: <a href="mailto:info@bjja.be">info@bjja.be</a> or fax +32 2 644 23 60
2 - 3 June 2005 Vienna, Austria	<b>World Summit contributory conference</b> "ICT and Creativity"	Austrian Federation for the Information Industry Mail to: <a href="mailto:gkwagner@via.at">gkwagner@via.at</a>
7 June 2005 Tokyo, Japan	<b>FOOMA JAPAN 2005</b> International Food Machinery and Technology Exhibition	The Japan Food Machinery Manufacturers' Association Mail to: <a href="mailto:fooma-ex@fooma.or.jp">fooma-ex@fooma.or.jp</a>
8 - 11 June 2005 Tokyo, Japan	<b>2005 Interior Lifestyle Trade Fair</b> High-Profile international Trade Fair	Tokyo International Exhibition Center, Tokyo Big Sight <a href="http://www.interior-lifestyle.com/en/efirst.html">http://www.interior-lifestyle.com/en/efirst.html</a>
17 June 2005 Stockholm, Sweden	<b>5th Science Forum</b> Frontiers in Material Science	The Japan Society for the Promotion of Science Mail to: <a href="mailto:info@jpsps-sto.com">info@jpsps-sto.com</a> <a href="http://www.jpsps-sto.com">http://www.jpsps-sto.com</a>
22 - 24 June 2005 Tokyo, Japan	<b>16th Design Engineering &amp; Manufacturing Solutions Expo/Conference 2005</b>	<a href="http://www.dms-tokyo.jp/english/">http://www.dms-tokyo.jp/english/</a>
29 June 2005 Tokyo, Japan	<b>Lunch Seminar on the Japanese Economy</b> « The Economics of Software Platforms in Japan » Andrei HAGIU, RIETI (Research Institute of Economy, Trade and Industry)	CCIFJ - Mission économique del'Ambassade de France <a href="http://www.mfj.gr.jp/prog/prog_050506.html#c0629">http://www.mfj.gr.jp/prog/prog_050506.html#c0629</a>



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