



EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION NEWSLETTER

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THE EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION

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Season's greetings

*Thank you
for your cooperation and
the attention you have
kindly given to our
activities throughout 2004.*

*The EU-Japan Centre team
will be pleased to be at your
service again in 2005
for further developing
cooperation between
businesses of the EU and Japan.*



The EU-Japan Centre's forthcoming ACTIVITIES



Course	Programmes dates	Application deadline	Profile of Participants	On-line information
Vulcanus in Japan	1 Sep 2005 - 31 Aug 2005	20 January 2005	European Students	http://www.eu-japan.com/europe/vulcanus_japan.html
Distribution & Business Practices in Japan	28 Feb - 4 Mar 2005	21 January 2005	European Managers	http://www.eu-japan.com/europe/dbp.html
HRTP 38 Japan Industry Insight	6 Jun - 1 (or 8) Jul 2005	25 March 2005	European Managers	http://www.eu-japan.com/europe/hrtp_eu.html
World Class Manufacturing	4 - 8 Jul 2005	25 March 2005	European Executives	http://www.eu-japan.com/europe/manufacture.html
Vulcanus in Europe	Aug 2006 - Mar 2007	September 2005	European Companies	http://www.eu-japan.com/europe/dbp.html
World Class Manufacturing	November 2005	September 2005	European Managers	http://www.eu-japan.com/europe/manufacture.html
HRTP-J 39 Japan Industry Insight	Jan - Feb 2006	September 2005	European Managers from Japanese Affiliated Companies	http://www.eu-japan.com/europe/hrtp_j.html

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.

Read in a Japanese local newspaper...

Company visit to Tokatsu Techno Plaza by European Managers participating in a "EU-Japan Centre" training programme - (H RTP-Japan Industry Insight).

From the Tokatsu Techno Plaza - Euro Corporate Executives visit Plaza to find Business Opportunities

A delegation of executives of corporations based in EU Member States recently visited the Tokatsu Techno Plaza. They visited the Plaza's facilities and several tenant companies, and were impressed with the technological capabilities of these local companies.



This visit was a part of a seminar organised by the EU-Japan Centre for Industrial Cooperation to train individuals who will support industrial cooperation between Japan and Europe. The aim of this programme was to cultivate business opportunities by raising awareness of the diversity of the Japanese market through exchanges with local corporations.

Participants included representatives of companies already doing business in Japan as well as those who are planning to enter the Japanese market in the future.

After a tour of the Plaza's various facilities and an introduction to its operations, the delegation visited its testing rooms and anechoic chambers. They also visited ABI, which develops freezing technologies, and Sakaguchi Giken, which is engaged in the development of gas sensors, where delegate members were seen asking pointed questions about the performance and other aspects of these products.

One delegate member remarked, "I think the technological level in Japan is higher than other countries. There was much to learn here."

Published in the "12 November" issue of the "Kashiwa Shimin" (a local newspaper of Kashiwa-city)

Workshop on Corporate Social Responsibility

The 1st EU-Japan Workshop on Corporate Social Responsibility held in Tokyo on 26 and 27 November 2004



With the support of the **EU-Japan Centre for Industrial Cooperation** the first EU-Japan Workshop on Corporate Social Responsibility brought together more than 40 experts from six EU Member States (Belgium, France, Germany, Hungary, Italy and Sweden) as well as from Japan at Hitotsubashi University.

A special focus was directed to changing wage systems, on the one hand, and to the role of trade unions, on the other hand. The organiser of the workshop, **Prof. Dr. György Széll** from the **Institute of Economic Research** in Japan as well as Director of the **Japan Research Centre** of the University of Osnabrück, stressed the importance of closer cooperation in this field between the EU and Japan. The proceedings will be published in spring 2005.

Further information is on the workshop's homepage, where also the papers may be downloaded:

<http://euij.hit-u.ac.jp/pg/clsw.html#symposiums:Szell>



At the final panel the following institutions were represented (from left to right): Nikolaus Simon, Director, Hans Böckler Foundation, Düsseldorf, Germany; Dr. Bernard Thomann, Maison Franco-Japonaise, Tokyo; Prof. Dr. György Széll, chair; Dr. Wolfgang Pape, General Manager, EU-Japan Centre for Industrial Cooperation, Hiyokazu Suzuki, Deputy Director General of Rengo-RIALS, Tokyo; Dr. Béla Galgoczi, European Trade Union Institute, Brussels.

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, please look at:
http://jpn.cec.eu.int/relation/showpage_en_relations.programmes.people.calendar.php

BLCCJ - Nippon Export Award

The "Nippon Export Award 2004" is an initiative of the **Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ)** to promote the business links

between Japan and Belgium-Luxembourg. It was open to any company exporting to Japan, importing into Japan or distributing within Japan, Belgium-Luxembourg products/ services.

The Award Ceremony was held at the Residence of the Ambassador of Belgium in Japan on 25 November 2004. **Japanese Minister of Economy, Trade & Industry, Mr. Shoichi Nakagawa**, presented the Award to the winner Puratos Japan in the presence of its representative and general manager, Mr. Duco Delgorge.

Puratos, established in 1919 in Brussels, is a world-wide leading supplier of high quality ingredients to the bakery, confectionery, chocolate, food service and food industry markets. Its products are available in over 120 countries around the world. Puratos Japan was established in 1985 and has enjoyed uninterrupted growth.

The company has 45 employees and an annual turnover of about 2.7 billion yen. "We aim to leverage our strengths as a Belgian company where appropriate, but we also recognise the importance of adapting to local needs and tastes", said Mr. Delgorge.



From right to left:
H.E. Mr. Jean-Francois Branders, Ambassador of Belgium, H.E. Mr. Shoichi Nakagawa, Minister of Economy, Trade and Industry of Japan, Mr. Duco B. Delgorge, Representative & General Manager of Puratos Japan Co., Ltd., Mrs. Delgorge and Mrs. Branders.



2004 European Innovation Scoreboard

"2004 European Innovation Scoreboard: Sweden and Finland are leaders among the EU Members States"

Brussels, December 2004 - The US leads Europe in nine out of eleven indicators according to the latest European Innovation Scoreboard (EIS), which also includes EU candidate and associated countries. While the EU innovation performance has been relatively constant since 1996, the US and Japan have made great strides, further widening the gap. Now in its fourth edition, the EIS looks at 20 innovation indicators in the four policy areas of knowledge creation, technology transfer, innovation finance and innovation outputs.

The EU innovation leaders are Sweden and Finland, followed by Germany and Denmark. Most of the new Member States are catching up rapidly, although they start from relatively low levels.

The report concludes that the most innovative EU sectors are 'Electrical and optical equipment', 'Chemicals' and 'Computers' and identifies the main challenges facing the EU as the weaknesses in patenting, the lower qualification of the workforce, and lower business spending on R&D.

The full document is available on www.trendchart.org and www.cordis.lu/innovation

Innovation scoreboard highlights need for greater efforts towards Lisbon goal:

http://europa.eu.int/comm/enterprise/library/enterprise-europe/issue14/articles/en/enterprise07_en.htm

Enterprise Europe N° 14, January-March 2004

Renewable Energy

The **Greek-Japanese Chamber of Commerce** co-organised a dinner-speech during the ATHENS MONEY SHOW 2004 at the Hilton Hotel on 11 December 2004, in collaboration with the Greek-German Chamber of Commerce & Industry.

The event focused on **Renewable Energy Sources** and their Development Prospects, and the speakers were the Deputy-Minister of Development, Mr. G. Salagoudis, Mr. Nagata, Chairman of Eurus Energy Holdings Corp. (Japan) and Mr. Striy-Hipp, Managing Director of BSI (Germany).

Eurus Energy had a chance to present their company's investment in Greece as well as the problems they faced throughout the years.

The forum successfully resulted in a fruitful exchange of opinions among representatives of the Energy sector and related Ministries and public organisations.



From left to right:
H.E. Ambassador & Mrs. Mochizuki, H.E. Ambassador Spiegel,
Mr. Amano - GM Eurus Greece, Mr. Nagata, Chairman Eurus
Japan

More info on: <http://www.gjcc.gr/>

Virtual Business Talks

For overseas businesses including those of EU countries interested in the Japanese market, the **Promotion Committee of Global Business Opportunities (International Division, Osaka Chamber of Commerce and Industry)** offers a database of Japanese companies who have keen

interests in International Trading or Business, through its website: Cyber G-BOC (www.g-boc.com/).

The site offers not only companies' information but also various functions such as bulletin board, mechanical translation service, etc.

In addition to the database, the Cyber G-BOC also offers opportunities for EU companies to promote their business and to seek potential Japanese business partners. "Virtual Business Talks", a website utilising a business match-making programme, provides the participating overseas companies with their virtual booths (business needs, pictures and detailed business offers to be displayed on the Net), publication of their company's information in a leaflet and its distribution to Japanese companies, publicity in OCCI newsletters, and an introduction of potential Japanese companies (business matching) by the secretariat.

This programme is to be held twice a year and will be displayed for a period of one year on the website. *The first-round Virtual Business Talks: (Application deadline: 15 May 2005; Display: 1 July 2005 until 30 June 2006). *The second-round Virtual Business Talks: (Application deadline: 15 September 2005; Display: 1 November 2005 until 31 October 2006) *tentative. More information on <http://www.g-boc.com/vbt/e/>

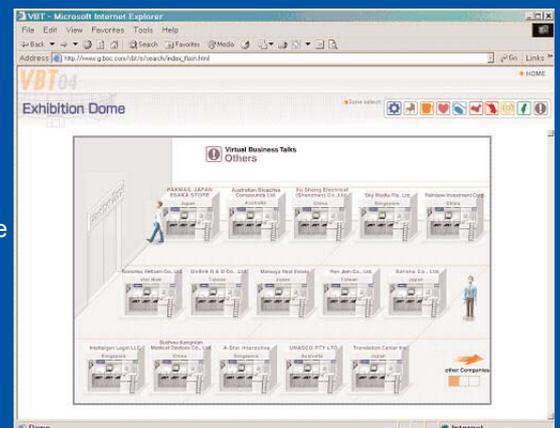
Nagoya Homestay Volunteer Center

Homestay in Japan...

From 25 March to 25 September 2005, the **2005 World Exposition, Aichi**, will be held in Japan. Nagoya City, located near the expo sites, has created the "**Nagoya Homestay Volunteer Center**" for those who are coming for the event.

In order to further understanding and increase exchanges between people, the "Nagoya Homestay Volunteer Center" is arranging homestays for people planning to attend the 2005 World Expo or to visit Nagoya and its vicinity during the period of the exposition. People with an interest in Japan, its culture, customs and language are encouraged to apply. This is a rare opportunity to experience Japanese life first hand and to spend time with Japanese families. This programme is available not only during the period of the World Expo but also before it.

For more information: <http://www.expohomestay.jp> or <http://www.expohomestay.jp/english/index.html>



Date / Location	Event	Contact
26 January 2005 Tokyo, Japan	2nd Meeting of the Regular EUJ Joint Research Study Group on "The EU Economy" "The Introduction of the Euro as a Supply Shock"	EU Institute in Japan Tel.: +81 (0) 42-580-8859 Email: cc00104@srv.cc.hit-u.ac.jp
10 February 2005 London, United Kingdom	JLGC Annual Japan Day Seminar "Global cities, regional government and decentralisation: Lessons from the UK and Japan"	Japan Local Government Centre Tel.: +81 (0) 20-7839-8500 Email: inoue@jlgc.org.uk 
28 Feb - 4 Mar 2005 Tokyo, Japan 	Managerial Training Programme in Japan "Distribution & Business Practices in Japan" Application deadline: 21 January 2005	EU-Japan Centre for Industrial Cooperation Tel.: +32 2 282 00 42 - Fax: +32 2 282 00 45 Email: m.adachi@eujapan.com http://www.eujapan.com
8 - 9 March 2005 Hannover, Germany	3rd Annual ICT World Forum The future of information and communication technology and its impact on your business	ICT World Forum Germany Tel.: +49-711/619/4677 http://www.ictwf.com
4 April 2005 Tokyo, Japan	Official opening of "Germany in Japan 2005/06"	http://www.doitsu-nen.jp/ 
8 - 10 April 2005 Nagoya, Japan	 Scientific Symposium Research in Environmental Medicine	NRW - North-Rhine Westphalia Venue: Expo Aichi (on 8 April) http://dinjpn.nrw.co.jp/de/eventobj45.cfm 
18 - 19 April 2005 Laval, France 	1st Forum on the Promotion of European and Japanese Culture and Traditions in Cyber-Societies and Virtual Reality	The Laval Virtual and the Japanese IVRC Organisations Email: eujapanforum05@laval-virtual.org
9 - 13 May Tokyo, Japan	EU-GATEWAY TO JAPAN Information Technology Trade Mission	http://www.gatewaytojapan.org/ Application deadline: 13 January 2005 
16 - 20 May 2005 Tallinn, Estonia	The 15th European - Japanese Conference on Information Modelling and Knowledge Bases	http://sise.ttu.ee/infoinst/conference/
6 - 10 June 2005 Tokyo, Japan	EU-GATEWAY TO JAPAN Interior Lifestyle Trade Fair	http://www.gatewaytojapan.org/ Application deadline: 4 February 2005 
6 June - 1 (8) July 2005 Tokyo, Japan 	Managerial Training Programme in Japan "HRTP - Japan Industry Insight" Application deadline: 25 March 2005	EU-Japan Centre for Industrial Cooperation Tel.: +32 2 282 00 42 - Fax: +32 2 282 00 45 Email: m.adachi@eujapan.com http://www.eujapan.com
30 June - 1 July 2005 La Baule, France	WORLD INVESTMENT CONFERENCE "From Knowledge to Value" to enhance the attractiveness and competitiveness of the enlarged Europe and its regions. Japan: special guest country	http://www.labaule2005.com 
4 - 8 July 2005 Tokyo, Japan 	Managerial Training Programme in Japan "World Class Manufacturing" Application deadline: 25 March 2005	EU-Japan Centre for Industrial Cooperation Tel.: +32 2 282 00 42 - Fax: +32 2 282 00 45 Email: m.adachi@eujapan.com http://www.eujapan.com
12 - 16 September 2005 Tokyo, Japan	EU-GATEWAY TO JAPAN Construction Materials Trade Mission	http://www.gatewaytojapan.org/ Application deadline: 25 February 2005 
13 - 16 September 2005 Tokyo, Japan	International Conference on Quality - ICQ '05 Tokyo Quality Evolution - Way to Sustainable Growth hosted by Union of Japanese Scientists and Engineers - JUSE	http://www.juse.or.jp/e/conventions/icq05.html 
17 - 21 October 2005 Tokyo, Japan	EU-GATEWAY TO JAPAN Food & Drinks Trade Mission	http://www.gatewaytojapan.org/ Application deadline: 21 March 2005 

JOB Corner

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

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.

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