



**NEWSLETTER**  
DECEMBER 2007 / 4 VOL 5

**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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This occasional newsletter is produced by the European office of the EU-Japan Centre, and is primarily intended to provide EU/Japan-related news.

Any EU/Japan-related information to be published in the next issue ?

Please send details to:  
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Editor: J. Michelson

# Season's greetings

*The staff of the EU-Japan Centre would like to send their best wishes to you for 2008 and thank you for your continuous support of the Centre's activities.*

## The EU-Japan Centre's forthcoming activities

Course	Programmes dates	Application deadline	Participants' profile	On-line information
<b>H RTP 44 Japan Industry Insight</b>	19 May - 13/20 June 2008	<b>27 Feb 2008</b>	European Managers	<a href="http://www.eu-japan.eu/europe/hrtp.html">http://www.eu-japan.eu/europe/hrtp.html</a>
<b>World Class Manufacturing</b>	16 - 20 June 2008	<b>20 Mar 2008</b>	European Managers	<a href="http://www.eu-japan.eu/europe/wcm.html">http://www.eu-japan.eu/europe/wcm.html</a>
<b>World Class Manufacturing</b>	20 - 24 Oct 2008	<b>11 June 2008</b>	European Managers	<a href="http://www.eu-japan.eu/europe/wcm.html">http://www.eu-japan.eu/europe/wcm.html</a>
<b>Innovation Made in Japan (tbc)</b>	Feb 2009	<b>Sep 2008</b>	European Managers	<a href="http://www.eu-japan.eu/europe/imj.html">http://www.eu-japan.eu/europe/imj.html</a>
<b>Foreign Direct Investment in Japan</b>	Feb 2009	<b>Nov 2008</b>	European Executives	<a href="http://www.eu-japan.eu/europe/fdi.html">http://www.eu-japan.eu/europe/fdi.html</a>
<b>Vulcanus in Europe</b>	Aug 2009 - Mar 2010	<b>Sep 2008</b>	European Companies	<a href="http://www.eu-japan.eu/europe/vulcanus_europe.html">http://www.eu-japan.eu/europe/vulcanus_europe.html</a>

The EU-Japan Centre is currently inviting applications for the following training activities :

**< Human Resources Training Programme - Japan Industry Insight > 4/5 weeks in Japan**

For EU managers working for EU companies

Training dates: 19 May to 13/20 June 2008

Application deadline: 27 February 2008

"H RTP - Japan Industry Insight" programme in Japan will help EU companies take full advantage of Japanese business opportunities and provide an integrated in-depth view of Japanese industrial structure and business practices. It includes lectures, conferences, seminars, study visits, negotiation exercises and language classes and an optional 5th week with individual company visits. More details on: <http://www.eu-japan.eu/europe/hrtp.html>

**< World Class Manufacturing > 5-day training mission**

For EU managers working for manufacturing companies in the EU

Training dates: 16 to 20 June 2008

Application deadline: 20 March 2008

The training course consists of lectures and workshops, and European top decision-makers are able to visit some Japanese factories to understand the real "Gemba" (the production site), to talk directly with their production managers and to observe the effective implementation of manufacturing methods. A preliminary visit to an industry applying WCM methods is held in Europe, as well as a Pre-departure briefing session, prior to the training in Japan.

More details on: <http://www.eu-japan.eu/europe/wcm.html>



### Some former participants' feedback...

...«Almost 2 years have passed; in giving an assessment of the H RTP-39 experience, I would say that it is rather positive in various aspects. Working in the Automobile sector, the approach I now have towards most representative offices of Japanese car manufacturers is greatly facilitated by experienced gained in the "Human Resources Training Programme".

This is partly due to the invaluable insight of the Japanese cultural and business approaches we could focus on, but also to the excellent and detailed selection of companies visited during the programme. In my case, visits to actors of the supply chain in the automotive sector (i.e. Sanden) were also a key element. Just as an anecdote, I regularly meet Sanden's competitor, Denso, in Brussels. Generally speaking, in any of my daily activities, projects or meetings, there is always a thread that links at least one of the concepts we learned about Japanese characteristics of doing business. For example, the tendencies towards collective action, to cultivating and maintaining networks with policy-makers and, maybe the most relevant aspect in my opinion, towards eagerness for consensus.

As everyone knows, consensus-building activity ("nemawashi") is prevalent in Japan. This kind of working style is clearly present amongst Japanese automobile firms in the EU, and every decision regarding my activities (compliance vis-à-vis EU policies) is made by consensus. Language skills are not the least important; even though this point is the one we all still struggle with.

I would say that, thanks to the fully devoted H RTP team, every detail of the programme is tremendously well thought out and provides a great added value to anyone working in a Japanese subsidiary in the EU. In my case, until I found the H RTP I had no way of fully understanding Japanese business etiquette and manners, I had only theoretical knowledge. Now, I can say that I can easily "break the ice" and see what is needed and how to accomplish it more serenely. For instance, with the knowledge gained, I can provide our Headquarters in Japan with the correct support and understanding of the situation in Europe related to the ongoing legal work of the EU institutions.»

**Serge Verdée, Technical Affairs Specialist, JAMA Europe - H RTP 39** - More information: <http://www.japanauto.com/>



...«I participated in H RTP-42 in May 2007 and my main focus was to find ways to sell foundry machinery made by our subsidiary RheoMetal. Already in November 2007 we were able to make our first sales trip to Japan, meeting with major companies such as Kawasaki and Ryobi. Our next trip is scheduled for February 2008, when we

will also meet well-known giants such as Mazda and Yamaha. The experience and contacts gained through the programme have proved very valuable in getting started so quickly. The sales cycle typically exceeds six months, so it is too early to judge our final success, but it certainly looks very promising.» More information: <http://www.st.se>

**Rune Thyselius, Chairman, Sjöland&Thyselius, Sweden - H RTP 42**



...«After finishing the Human Resources Training Programme this year, we managed to achieve some remarkable results.

First, we delivered wines for the official opening of a new Hungarian-style restaurant situated in Tokyo, Jingumae district. Secondly, we could start exporting Hungarian sparkling wines to Japan.

Last but not least, due to our common lobbying activity we reached a consensus for taking part officially in the next FOOD EX in Tokyo.»

More information: <http://www.eurohand.hu>

**Béla Adorjáni, Chief Executive Officer/Chairman, Eurohand Investment and Trading Ltd. Co. - H RTP 42**

## Discovering Japanese regions through grassroots exchanges



### "Vulcanus in Japan" Shimane experience - 3-5 November 2007

As part of the 4-month study on Japanese language and culture, Vulcanus students recently participated in a 3-day home-stay & cultural exchange programme outside their current metropolitan base in Tokyo. The host cities were Matsue and Izumo in Shimane Prefecture, both known for their cultural heritage and tradition. Through a programme organised by the Shimane International Center featuring home-stay, local company and cultural site visits, as well as meetings with students of Shimane University, Vulcanus students discovered the cultural landscape in Japanese regions and ways of living at homes. Students also gained insight into how regional industries play their roles in the Japanese economy and society and deepened their understanding of Japan, thereby preparing themselves for the 8-month internship at Japanese host companies to begin in January 2008.

More information: [http://www.eujapan.com/europe/vulcanus\\_japan.html](http://www.eujapan.com/europe/vulcanus_japan.html)

## ETP-25 Graduation Ceremony (Tokyo) and ETP-26 Opening Session (Paris)

On 6 November the successful conclusion of the 25th cycle of the Executive Training Programme in Japan (ETP-25) was celebrated with a graduation ceremony in Tokyo. The 32 participants received their diplomas from Ambassador Hugh Richardson, Head of the Delegation of the European Commission to Japan and from Katsuhiko Shirai, President of Waseda University.

At the same time the participants of the next cycle, ETP-26, were getting ready for the launch of the 2007-2008 programme. To announce the new programme cycle, an official opening ceremony was held on 19 November at Sciences Po University in Paris.

The ETP is a one-year professional development programme for EU executives eager to succeed in the Japanese or Korean market. The ETP curriculum is developed by a consortium of leading universities including Sciences Po (Paris), SOAS (London), SDA Bocconi School of Management (Milan), Waseda (Tokyo) and Yonsei (Seoul). The programme is financed and managed by the European Commission and promoted by EUROCHAMBRES and its network of Chambers of Commerce & Industry.



More information: <http://www.etp.org> or e-mail to: [etp@eurochambres.eu](mailto:etp@eurochambres.eu)



## Enthusiasm for new networking tool among European researchers in Japan

European researchers in Japan have given a resounding "yes" to the European Commission's proposed initiative to create a network of European researchers in Japan called "ERA-Link/Japan". This network will provide them with information and services about career and research-funding opportunities in Europe, as well as openings for research collaboration.



Networking European Researchers Abroad (ERA) was first launched in 2005 for European researchers in the USA (ERA-Link/USA). Since then, it has provided an electronic tool for the easy access of information about research careers, exchanges and funding. The European Commission is now looking into making ERA-Link a global network with specific branches in other countries and regions of the world.

"European researchers working in Japan represent a patrimony of knowledge and experience", said European Science & Research Commissioner Janez Potocnik. They represent a potential for Europe-Japan cooperation on which Europe could capitalise more effectively than it does today. European researchers in Japan are a potential asset, not a loss, for Europe. The proposed ERA-Link/Japan will keep European researchers in Japan in touch with each other, informed about European

research and able to inform researchers in Europe about research in Japan, all of which will be instrumental in reinforcing Europe-Japan research cooperation. Rather than "brain gain" or "brain drain", it is brain circulation between the EU and Japan that will forge an effective human capital partnership.

The European Commission, in collaboration with the EU Member States, is now preparing the next phase of the ERA-Link/Japan project, that is, design and technical specifications. The network is expected to be operational by mid-2008.

More information on: [http://www.deljpn.ec.europa.eu/home/news\\_en\\_newsobj2543.php](http://www.deljpn.ec.europa.eu/home/news_en_newsobj2543.php)

## 6th European Business Summit - Greening the Economy: New Energy for Business

21 & 22 February 2008 at TOUR & TAXIS, Brussels

After five editions the European Business Summit (EBS), organised by BUSINESSEUROPE and the Federation of Enterprises in Belgium, in close cooperation with the European Commission and the Slovenian EU Presidency, has truly become Europe's number one dialogue between business leaders and policy makers.

With the theme "Greening the Economy: New Energy for Business", the EBS wants to focus on how Europe can turn the "carbon challenge" into a business opportunity, giving new energy to growth and jobs. At the 6th EBS in 2008, business and political leaders, NGOs, media and academics from numerous countries will share visions and solutions in the areas of climate change, energy and (eco-) innovation.

Energy and climate change are the world's hot topics today. Enterprises, politicians and opinion leaders are looking for ways to fulfil energy needs and to innovate to reduce CO<sub>2</sub> emissions. Greening our economy is rightly a major priority for the European Union and the business world. More information: <http://www.ebsummit.eu>

**GREENING THE ECONOMY**  
NEW ENERGY FOR BUSINESS  
6th European Business Summit



For your information, registrations mentioning "the EU-Japan Centre" can benefit from a **50% reduction off the total conference fee.**

### A Japan-EU workshop on "Reducing CO<sub>2</sub> emissions in the automobile sector"

On 18 September 2007, JAMA Europe, together with the EU-Japan Centre for Industrial Cooperation, hosted a workshop in Brussels on "Reducing CO<sub>2</sub> emissions in the automobile sector, a comparison between Japan and the EU".

The event brought together representatives from the European Commission, European Parliament, Japanese public authorities, international organisations and NGOs. The workshop was chaired by Malcolm Harbour, MEP (West Midlands, UK) and attracted almost 130 participants.

More information:

[http://www.jama-english.jp/europe/news/2007/no\\_3/art3.html](http://www.jama-english.jp/europe/news/2007/no_3/art3.html)



### German-Japanese Environmental Dialogue Forum

Date: June 2009 - Location: Japan

Organised by: German Environmental Foundation (DBU)

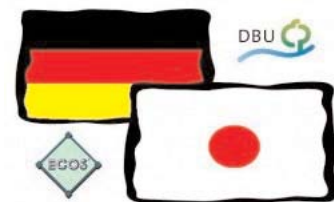
The 1st "German-Japanese Environmental Dialogue Forum - Strategies and Technologies for a Sustainable Energy Supply" on 11-12 September 2007 gathered 125 Japanese and German experts from the industry, science and administration in Osnabrueck, Germany.

Political strategies and technical solutions for a sustainable supply of renewable energies, such as biomass and solar energy, as well as cooperation possibilities of the two nations were discussed.

As a follow-up event of the 1st Forum, a Japanese-German Photovoltaic Forum is going to be held at the HANNOVER MESSE 2008 in April 2008 when Japan will be the official partner country of the trade fair.

In June 2009 the 2nd German-Japanese Environmental Dialogue Forum is scheduled to take place in Japan in cooperation with the German Environmental Foundation (DBU), Germany, and the New Energy and Industrial Technology Development Organization (NEDO), Japan.

More information: [http://www.dbu.de/123artikel27011\\_335.html](http://www.dbu.de/123artikel27011_335.html)



## The State of the Economies: An Overview and Outlook for the UK and Japan

First Seminar in the 2008 Seminar Series  
Economic Futures: Wealth and Well-Being in the UK and Japan

As 2008 marks the 150th anniversary of diplomatic and commercial relations between the UK and Japan, this year-long seminar series takes as its theme the relationship between the economy and society in the two countries. Reflecting on the pattern of post-war economic development and the lessons of rapid economic growth, the series will consider more recent changes in the economic environment and measures to address the gap between the rich and the poor. Individual seminars will focus on the engines of wealth creation and the growth of social enterprises; entrepreneurial and consumer culture; the impact of corporate restructuring; the inexorable rise of London and Tokyo; the issues facing regional economies; and the global context of economic change.



The Daiwa  
Anglo-Japanese  
Foundation

Date: Thursday, 24 January 2008, 6pm-8pm - Location: Daiwa Foundation Japan House, 13/14 Cornwall Terrace, London NW1 4QP - Organiser: The Daiwa Anglo-Japanese Foundation in association with the Japan Society. More information: <http://www.dajf.org.uk/economies>  
Admission free, but booking essential via website <http://www.dajf.org.uk>

### Reminder: UK-Japan 2008 starts in January 2008!

Date: From January 2008 - Location: Japan

UK-Japan 2008 will be a year-long season of exciting events, performances and exhibitions to showcase the UK's contemporary creativity in the arts, in science and innovation, and in creative industries. Through UK-Japan 2008 greater bilateral partnership and collaboration will be encouraged in these fields.

Why 2008? Relations between Japan and the UK have never been better. Japan and the UK are collaborating in a wide range of activities from governmental to the grassroots level. 2008 is the 150th anniversary of the Anglo-Japanese Treaty of Amity and Commerce, which secured the basis for the first diplomatic mission in Edo. 2008 is also the year that Japan will hold the G8 Presidency, and so a year in which exchanges with Japan will be intensified at all levels.

UK-Japan 2008 is organised by the British Embassy and British Council, working in partnership with a range of high-profile sponsors from UK and Japanese industry. Over 100 events in total will be facilitated as part of this major season. Interest is welcomed from event organisers in Arts, Science & Innovation, and Creative Industries wishing to be a part of UK-Japan 2008. Events already accredited include exhibitions of the UK's leading contemporary artists, theatre co-productions, showcase of UK Design, music performance, film festival, business missions, and workshops for scientists.

More information: <http://www.ukjapan2008.jp>  
Contact: [enquiry@ukjapan2008.jp](mailto:enquiry@ukjapan2008.jp)

### «The Japan Market Expansion Competition»

10 November 2007 began the fourteenth year of the Japan Market Expansion Competition (JMEC). 62 young executives arrived on the first day of the programme, eager and ready to learn about business in Japan.

This year's JMEC class again represents a variety of cultures, backgrounds, education and experiences. All participants have bachelor's degrees, 12 have master's degrees and 3 have PhDs. 25 are Japanese, while the remaining participants represent 16 different countries from around the world, including 4 from EU Member States.

While the participants have not yet begun to write their business plans, they are learning about a wide variety of topics relevant to the Japanese market. Often referred to as a mini-MBA course, the JMEC delivers lectures on such topics as marketing, accounting, entrepreneurship and project planning. The lectures also cover the Japanese business environment, how it is different and how it is similar to business environments around the world.

As a result of these lectures and hard work on the part of each participant, companies taking part in the programme can expect to receive a quality, custom-made business plan that will address their needs in the Japanese market. In June 2008 winners of the programme will be announced, and JMEC looks forward to seeing whether or not any EU-based companies will be receiving these winning business plans.

From 10 November 2007 to 13 June 2008 - Location: Temple University Japan Campus, Tokyo - Organiser: Japan Market Expansion Competition (JMEC) More information: <http://www.jmec.gr.jp>

### CETECOM and TELEC expand their cooperation in Japan

**CETECOM**™ CETECOM and TELEC have announced the expansion of their existing cooperation agreement in the field of Mobile Communications testing in Japan. GSM/GPRS testing has been added to the current cooperation in WCDMA (3G).

The result of this cooperation is beneficial for Japanese manufacturers wishing to export their mobile devices to the European Union, USA and/or other countries in the world.

CETECOM started its operations in Japan in September 2004 with the aim of supporting the Japanese industry and also European manufacturers of wireless and telecom devices wishing to enter the Japanese market. CETECOM offers certification and technical consulting and testing for wireless devices.



More information: <http://www.cetecom.com>

Juan Gomez, Director CETECOM Japan K.K., participated in ETP-18 with CETECOM. "For us this programme has been very beneficial. I came back to Japan in September 2004 to start our business here, and last month we established CETECOM Japan K.K."

More information: <http://www.cetecom.co.jp>



JMEC 13 concluded in June 2007. Team BRITA Japan K.K. placed third and won an electronics package from Philips.



## The 5th COE Workshop on Human Adaptive Mechatronics



### Cooperation between Tallinn University of Technology (Estonia) and Tokyo Denki University (Japan)

Human Adaptive Mechatronics (HAM), proposed by Tokyo Denki University, was accepted as a 21st Century COE (Center Of Excellence) Project in 2003 by the Ministry of Education, Sport, Culture, Science and Technology of Japan.

The COE aims to establish the academic foundation of HAM through fundamental and applied research, and international cooperation. Prof. Katsuhisa Furuta, the COE leader, pointed out the most influential results and addressed the future directions of HAM at the COE workshop held on 16-17 November 2007. He referred to the Scrub Nurse Robot for endoscopic and laparoscopic surgery.

The project has been developed in cooperation with Tallinn University of Technology (TUT), Estonia. Leader of the project, Prof. F. Miyawaki, said that the robot is unique in its capabilities to adapt to the behaviour of a human surgeon. Adaptive control and planning of the robot is being developed by the group of Prof. J. Vain at TUT.

More information: <http://www.ham.coe.dendai.ac.jp>

## Experimental Cognitive Robotics

The European Science Foundation (ESF), in partnership with the Japan Society for the Promotion of Science (JSPS), is organising a conference on Experimental Cognitive Robotics.

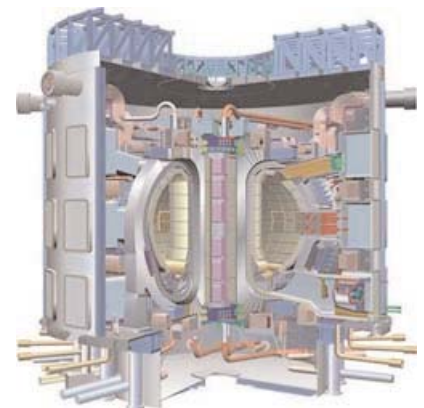
Dates: 9-15 March 2008 - Location: Shonan Village Center, Kanagawa, Japan  
 Chaired by: Yoshihiko Nakamura, University of Tokyo, Japan, Carme Torras, Institut de Robotica i Informatica Industrial, Spain & Juan Andrade-Cetto, Institut de Robotica i Informatica Industrial, Spain

This conference is part of the 2008 ESF Research Conferences Scheme. The ESF-JSPS Frontier Science Conference Series for Young Researchers will illuminate the crossroads of science and technology by inviting young researchers who are actively working in the fields of cognitive science and robotics, as well as those who are interested in learning these subjects. The lecturers are eminent researchers leading the fields in Europe and Japan. The week-long series of lectures, discussions and communication aims not only at providing young researchers with state-of-the-art knowledge, but also at injecting them with the fuel of intellectual curiosity to go beyond the crossroads.

More: <http://www.esf.org/conferences/08231>



## ITER



The agreement was signed on 26 November 2006 and entered into force on 24 October 2007. The ITER Agreement aims to demonstrate the **feasibility of fusion as an energy source**. Involving the EU, US, India, China, South Korea, Russia and Japan, **ITER is the world's biggest scientific collaboration of its kind**. The first session of the ITER Council took place on 27 and 28 November 2007.

More information: <http://www.iter.org/>

## MTSAT Aeronautical Communications System and Ground Earth Station Supply



Thales Alenia Space (TAS) greatly contributed between 1996-2006 to the Japan Civil Aviation Bureau and the Ministry of Land, Infrastructure & Transport, supplying three aeronautical communication systems for Multi-functional Transport Satellites (MTSAT1 & 1R and MTSAT2, respectively under Melco and Loral prime contractorship).

This is the first system dedicated to satellite aeronautical communications for voice and data exchanges between airliners or corporate aircraft and air control centres and terrestrial networks. TAS also supplied 4 Ground Earth Stations between 1999-2005 (under Melco prime contractorship), then 2 TTC stations with former Toshiba in Kobe and Hitachi Ota.

The complete system has been successfully operational since July 2007, and the Ground Station long-term support is in coordination with Melco to upgrade the system for its continuous maintenance till 2015.

TAS participated in the 2005-06 edition of the EC-sponsored Executive Training Programme in Japan.

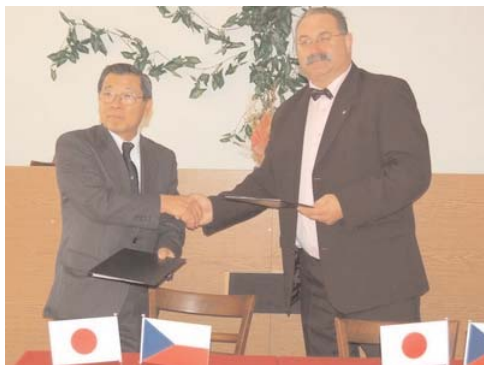
More information: <http://www.thalesonline.com/space/>

**Partnership Contract of Japanese company with Czech Technical High School**

The Czech member of Japanese group Fujikoki Corporation, Fujikoki Czech Ltd., signed a Partnership Contract with a Technical High School located in Most, the former important Czech centre of the mining industry. After the political changes of 1989 many brown coal mines were closed, resulting in a serious unemployment problem.

The Most school, originally set up for the preparation of future employees of the mines, had to change its educational structure; new foreign investors came with a focus on manufacturing, especially in the automotive industry. Objectives of the signed Contract are not only cooperation in the preparation of teenagers for jobs in new factories, but also a re-qualification of jobless people as well as of people seeking a job with new investors.

The Contract was signed by Toshiaki Shima, President of Fujikoki Czech Ltd. and Jiri Skrabal, Director of Most Technical High School. The supporting partner is the local Employment Office. The vocational activity is financed by the European Social Fund as part of "Project Polygon".

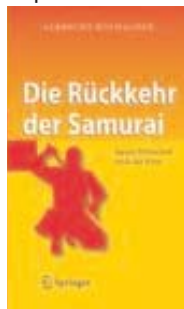


Date: 30 October 2007 - Location: North Western Bohemia - Organiser: Fujikoki Czech Ltd. and Technical High School in Most with the support of the European Social Fund

More information: <http://www.fkc.cz>

**The Return of the Samurai. Japan's economy after the crisis**

Publication: Albrecht Rothacher "Die Rückkehr der Samurai. Japan's Wirtschaft nach der Krise"



More information: <http://www.springer.com/dal/home?SGWID=1-102-22-173700026-0&changeHeader=true>

**Economic and Social Research Council: White Rose East Asia Centre Scholarships**

A number of scholarships have been allocated by ESRC within the framework of funding for the White Rose East Asia Centre and the National Institute for Japanese Studies. The purpose of the scholarships is to develop the capacity to conduct research in the area of contemporary East Asian Studies using original language sources. Up to four full/part-time scholarships are available for a PhD or combination of MA+PhD for September 2008.

Further guidance on the level of funding available and the residency requirements for applicants can be found in ESRC's 'Guidance Notes for Applicants': [http://www.esrcsociety-today.ac.uk/ESRCInfoCentre/Images/GUIDANCE%20NOTES%20FOR%20APPLICANTS%202007\\_tcm6-7186.pdf](http://www.esrcsociety-today.ac.uk/ESRCInfoCentre/Images/GUIDANCE%20NOTES%20FOR%20APPLICANTS%202007_tcm6-7186.pdf)

Details of the application process will be posted shortly at <http://www.wreac.org> Prospective candidates should contact Jenni Rauch ([j.s.rauch@leeds.ac.uk](mailto:j.s.rauch@leeds.ac.uk)) with a copy of their CV and brief outline of the proposed research in the first instance.

Location: White Rose East Asia Centre/National Institute of Japanese Studies, UK. Organised by: Jenni Rauch, Administrator (Leeds)

**Funding programme "Language and Practical Experience in Japan"**



Young German graduates in law, economics, science and engineering about to embark on their careers are given the opportunity to get to know the language, economy and culture of Japan and to prepare themselves for executive positions in an international environment.



Time frame: 10 months language studies, 8 months practical training  
 Deadline for applications: 31 January 2008  
 From 15 September 2008 to 28 February 2010

Location: Bochum, Germany and Tokyo  
 Organiser: DAAD, German Academic Exchange Service  
 More information: <http://www.daad.de/ausland/foerderungsmoeglichkeiten/ausschreibungen/07531.de.html>

**HANNOVER MESSE 2008**  
 21-25 April 2008



In 2008 the HANNOVER MESSE will proudly present Japan as its Partner Country. For many decades Japan has responded to global competition by practising a vibrant culture of innovation. New ideas are put into practice immediately - in most cases more quickly than in other countries.

Organiser: Lynn Stamenkovic, Deutsche Messe, Messegelände, 30521 Hannover, GERMANY  
 Phone: +49 511 89-31322  
 Fax: +49 511 89-30506  
 More information: [http://www.hannovermesse.de/homepage\\_e](http://www.hannovermesse.de/homepage_e)

**101% Brussels fashion in Japan**




Last month 11 Brussels fashion designers were presented in Tokyo by "Brussels Export" and "Modo Bruxellae". Two showcases head-lined the event : on 30 October Annemie Verbeke presented her 'creative knitwear' at T-Square to an audience of 140 selected Tokyo fashion people, and on 1 November Christophe Coppens held a 'bye-bye bird cage party' in front of his own shop on Omotesando, attended by 300 amazed fashion lovers. Christophe has about 70 retail counters all over Japan and is becoming a 'chouchou' of the Japanese fashionistas. Visitors also got a taste of fine Belgian chocolate from 'Debailleul'. At the same time, a young Brussels designer, Sylvain Willenz, took part in the '100% Design Tokyo' fair, invited by the off-festival '100%Tide'. Brussels is, indeed, more than an administrative city. It is also a creative crossroads!



Event start date: 30 October 2007, End date: 1 November 2007 - Location: T-Square + Omotesando, Tokyo - Organiser: Brussels Export and Modo Bruxellae

More information: <http://www.brussels-export.be>  
<http://www.modobruuxellae.be>



Date / Location	Event	Contact
10 November 2007 - 13 June 2008 Tokyo, Japan	<b>Training</b> The Japan Market Expansion Competition	Market Expansion Competition (JMEC) <a href="http://www.jmec.gr.jp/home/index.html">http://www.jmec.gr.jp/home/index.html</a>
2008 France	<b>2008 - 150th anniversary of Franco-Japanese Relations</b>	Ambassade du Japon en France <a href="mailto:150ans@amb-japon.fr">150ans@amb-japon.fr</a> <a href="http://www.fr.emb-japan.go.jp/150/evenements.html">http://www.fr.emb-japan.go.jp/150/evenements.html</a>
17 - 18 January 2008 Brussels, Belgium	<b>Joint Managerial Workshop</b> Intercultural Management in the Workplace	EU-Japan Centre for Industrial Cooperation <a href="mailto:seminar@eu-japan.eu">seminar@eu-japan.eu</a> <a href="http://www.eu-japan.eu/japan/home.html">http://www.eu-japan.eu/japan/home.html</a> 
11 - 12 February 2008 Paris, France	<b>Seminar</b> "Comment aborder le marché aéronautique japonais?"	UBIFRANCE - Service Transports - Infrastructures <a href="mailto:lorena.cabrera@ubifrance.fr">lorena.cabrera@ubifrance.fr</a> <a href="http://www.ubifrance.fr/agenda/event.asp?SKU=001PRG-4496">http://www.ubifrance.fr/agenda/event.asp?SKU=001PRG-4496</a>
14 - 18 February 2008 Tokyo, Japan	<b>European Commission-funded Programme</b> Training Mission in Japan <Foreign Direct Investment in Japan> <b>Application deadline: passed</b>	EU-Japan Centre for Industrial Cooperation <a href="mailto:office@eu-japan.eu">office@eu-japan.eu</a> <a href="http://www.eu-japan.eu/europe/fdi.html">http://www.eu-japan.eu/europe/fdi.html</a>
16 - 17 May 2008 Rostock, Germany	<b>Symposium</b> Marine Science	JSPS Bonn Office and Deutsche Gesellschaft der JSPS-Stipendiaten e.V. <a href="mailto:jspg-ganter@t-online.de">jspg-ganter@t-online.de</a> <a href="http://www.jsps-bonn.de">http://www.jsps-bonn.de</a> , <a href="http://www.jsps-club.de">http://www.jsps-club.de</a>
19 May - 13/20 June 08 Tokyo, Japan	<b>European Commission-funded Programme</b> Training Mission in Japan <Human Resources Training Programme - Japan Industry Insight> <b>Application deadline: 27 February 2008</b>	EU-Japan Centre for Industrial Cooperation <a href="mailto:office@eu-japan.eu">office@eu-japan.eu</a> <a href="http://www.eu-japan.eu/europe/hrtp.html">http://www.eu-japan.eu/europe/hrtp.html</a> 
16 - 20 June 2008 Tokyo, Japan	<b>European Commission-funded Programme</b> Training Mission in Japan <World Class Manufacturing> <b>Application deadline: 20 March 2008</b>	EU-Japan Centre for Industrial Cooperation <a href="mailto:office@eu-japan.eu">office@eu-japan.eu</a> <a href="http://www.eu-japan.eu/europe/wcm.html">http://www.eu-japan.eu/europe/wcm.html</a> 
1 - 5 October 2008 Yokohama, Japan	<b>Exhibition</b> JAPAN AEROSPACE 2008	Society of Japanese Aerospace Companies (SJAC) <a href="mailto:ja2008@sjac.or.jp">ja2008@sjac.or.jp</a> <a href="http://www.japanaerospace.jp">http://www.japanaerospace.jp</a>

Feel free to contact us if you would like your EU/Japan-related news/event to be announced in our forthcoming newsletter and on our website ►► [michelson@eu-japan.eu](mailto:michelson@eu-japan.eu)

Next Newsletter Issue: March 2008 - Deadline for submitting EU/Japan-related news: mid-February 2008

Our Brussels office will be closed from 24 December 2007 until 2 January 2008.

Thank you again for your interest in our activities and your most valuable cooperation.

