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## Japan-EU Regional Cluster Forum

**Globalisation of research and innovation and global competition are putting a new emphasis on the role of regional clusters and the need to further their development.**

Clusters increasingly see the need to link with other clusters at the international level, building on complementarities in order to strengthen their global lead positions, acquire access to targeted markets and know-how, exchange information and experience, establish networks in special technology or application fields and improve international visibility.

To stimulate and facilitate the global outreach of European and Japanese clusters, the first-ever "Japan-EU Regional Cluster Forum" was held on 2 & 3 December in Yokohama in the context of the "Japan Cluster 2008" Fair and brought together European and Japanese clusters.

The Forum was co-organised by the European Commission, in collaboration with the EU Member States, the Ministry of Economy, Trade and Industry (METI), the Ministry of Education, Culture, Sports, Science and Technology (MEXT) and the Cabinet Office, in cooperation with the Japan External Trade Organization (JETRO) and the EU-Japan Centre for Industrial Cooperation.

More than 40 representatives of European clusters from 14 European countries participated in this event.

Highlights included around 80 face-to-face meetings between European and Japanese clusters and a seminar where European and Japanese policymakers and clusters enhanced mutual awareness on cluster policies, development methods and management practices.



## Helpdesk for Clusters

**To follow up this inaugural event, the EU-Japan Centre will begin a new helpdesk service for the benefit of European and Japanese clusters, to help them identify potential cooperation partners in the reciprocal regions.**

- The EU-Japan Centre will try and answer ad-hoc questions from EU and Japanese clusters regarding potential clusters' partners in the reciprocal regions. Please address your questions to Ms. Higuchi; [higuchi@eu-japan.gr.jp](mailto:higuchi@eu-japan.gr.jp)

- The EU-Japan Centre is developing a homepage on EU-Japan clusters cooperation, with information on EU and Japanese clusters, on existing cooperation set-ups between EU and Japanese clusters, and on financing tools that may be used to foster future cooperation.

Please do not hesitate to visit the page and give us your comments on how it could usefully be further developed.

**"Cluster Cooperation" webpage:**  
<http://www.eu-japan.eu/global/cluster-cooperation.html>

The staff of the EU-Japan Centre looks forward to serving and working for the development of future partnerships between EU and Japanese clusters.

## 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 businesspeople, for EU and Japanese students and researchers, and through information services and an industrial dialogue.

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



## Season's greetings

The staff of the EU-Japan Centre would like to send you their **best wishes for 2009** and thank you for your continuous support of the Centre's activities.

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## EU-Japan Centre's forthcoming activities

Course	Programmes dates	Application deadline	Participants' profile	On-line information
<b>H RTP Japan Industry Insight</b>	18 May - 12/19 June 2009	<b>19 Feb 2009</b>	European Managers	<a href="http://www.eu-japan.eu/global/business-training.html">http://www.eu-japan.eu/global/business-training.html</a>
<b>World Class Manufacturing</b>	29 June - 3 July 2009	<b>23 Mar 2009</b>	European Managers	<a href="http://www.eu-japan.eu/global/business-training.html">http://www.eu-japan.eu/global/business-training.html</a>
<b>World Class Manufacturing</b>	19 - 23 Oct 2009	<b>11 June 2009</b>	European Managers	<a href="http://www.eu-japan.eu/global/business-training.html">http://www.eu-japan.eu/global/business-training.html</a>
<b>Vulcanus in Europe</b>	Aug 2010 - Mar 2011	<b>30 Sep 2009</b>	European Companies	<a href="http://www.eu-japan.eu/global/vulcanus.html">http://www.eu-japan.eu/global/vulcanus.html</a>
<b>Foreign Direct Investment in Japan</b>	Feb 2010	<b>Nov 2009</b>	European Managers	<a href="http://www.eu-japan.eu/global/business-training.html">http://www.eu-japan.eu/global/business-training.html</a>
<b>Distribution &amp; Business Practices in Japan</b>	Feb 2010	<b>Dec 2009</b>	European Managers	<a href="http://www.eu-japan.eu/global/business-training.html">http://www.eu-japan.eu/global/business-training.html</a>

### Call for Applications

The Centre is currently calling for applications for the **4-week managerial training programme - H RTP-Japan Industry insight**. For any information, feel free to contact the programme manager, Céline Godart, at: [c.godart@eu-japan.eu](mailto:c.godart@eu-japan.eu)

### H RTP Former participant's testimonial

**The aim of our participation in this course was to increase our global knowledge about Japan and to help us elaborate our future plans to develop business there.**

Inno TSD is a leading European company specialised in innovation management and already involved in some Japanese-related activities. We are in a world economy market, in which Japan is the mother of innovation and technology development. Japan is beginning to open its doors to foreign companies.

It takes a long time to be introduced in Japan, so it is necessary to have first contacts at least 2 or 3 years before becoming an actor in this market.

The programme courses provided me with a strong basic knowledge about the Japanese culture and business approach. Thanks to the Japanese language courses, which include a cultural aspect, I gained a better knowledge of the way of thinking of Japanese people and the main practices in Japanese society. At the lectures I learned some important things about the business habits in Japanese companies, and especially those on religion and history opened up my mind to the Japanese way of doing business.

To be introduced inside Japanese companies, from small ones to big ones, and to see the "gemba", the real people at work, the real managers in their everyday environment, was a great added value as well as to be in the field, in the street every day, using the metro, shopping, or eating in different places.

During my free time over 4 weeks I took the opportunity to organise several appointments, first contact and business meetings, so I was able to be in touch with key people for our future development in Japan: people from my country (French Embassy and Economic Mission), alumni from my former engineering school (working in various companies in Japan) as well as local Japanese people I knew through previous actions conducted in Europe.

My company has benefited a lot from this training programme and particularly from the European Commission grant, which enabled me to be in Japan at reasonable economic conditions for an SME like inno TSD.



Olivier Personnic  
Innovation & International Development Manager, inno TSD  
<http://www.inno-group.com/>  
President of the "Maison du Japon en Méditerranée"

**Further information on the inno TSD success story in Japan in the forthcoming newsletter issue (March 2009) !**

### Intercultural Management Workshop organised by the EU-Japan Centre

"Japanese companies in Europe: developing high potential staff" was held in Brussels on 5 December 2008. The workshop discussions focused on issues relevant to maximising efficiency and effectiveness in a multicultural workplace that requires an effective working partnership between Japanese and European skilled employees. The workshop was designed for Japanese and European senior line managers directly involved in day-to-day operations in Japanese-affiliated companies in order to consider mutual problems more effectively in a shared environment.

#### Speakers:

Prof. Miles Dodd, visiting Professor at Nihon University and research associate at Doshisha and Oxford Brookes Universities; Mr. Minoru Takezawa, Managing Director of SECOM Plc in the UK.; Dr. George Olcott, Senior Fellow at the Judge Business School, University of Cambridge; Dr. John Buchanan, Research Associate of the University of Cambridge's Centre for Business Research (CBR)

More information: <http://www.eu-japan.eu/global/seminars/intercultural-mngt.html>



## Japan Briefing for European participants of the Japan-EU Cluster Forum - 1 December 2008, Tokyo

As a side event of the Japan-EU Cluster Forum, the EU-Japan Centre organised a "Japan Briefing" for European cluster representatives participating in the Forum, providing an opportunity to hear specialists' views on Japanese economy, growth sectors and innovation strength.



Presentation on Japanese Economy by Prof. Toshihiko Kinoshita (Waseda University)



Presentation on Japanese Research & Innovation Strength and Growth Sectors by Mr. Martin Schulz (Fujitsu Research Institute)



Discussion session

## Energy-related seminars

### Commercialising CCS in the EU & Japan Development of regulatory frameworks & trial projects 11 November, Brussels

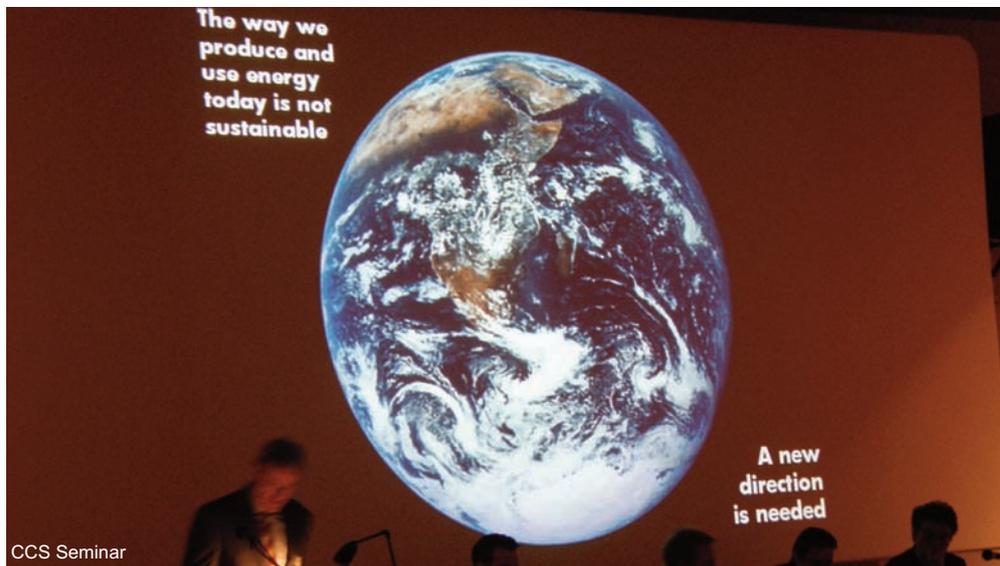
With fossil fuels remaining a major source for generating electricity and rising demand for coal, there is a broad international consensus that only by using carbon capture & storage (CCS) technology will we be able to reduce CO<sub>2</sub> emissions from the power sector.

The EU-Japan Centre organised a half-day seminar bringing together key actors from the EU and Japanese Authorities and from industry to explain the new regulatory frameworks, how a series of demonstration projects could be managed, the expectations of industry and broader international aspects of CCS regulation.

More information: <http://www.eu-japan.eu/global/events/ccsseminar.html?year=2008>



CCS Seminar



CCS Seminar



CCS Seminar



Energy Efficiency Seminar

### Energy Efficiency in Buildings: the European Experience and the Japanese Situation 28 November, Tokyo

The EU-Japan Centre organised a seminar entitled "Energy Efficiency in Buildings: the European Experience and the Japanese Situation" with speakers from a leading European company in the building materials sector presenting how Europe is promoting energy efficiency in buildings (with a particular focus on glass and insulation).

A speaker from the Japanese Ministry of Economy, Trade & Industry was also present to introduce the Ministry's initiatives for energy-saving buildings. Supplementing the discussion were additional insights from an architect and a journalist into the possibility of cultivating more ground for energy-saving houses in Japan.

More information: <http://www.eu-japan.eu/global/seminars/climate.html>



Energy Efficiency Seminar

# EU Delegation to visit the Centre

## Visit by the European Parliament Delegation for Relations with Japan



The Chairman\* and the two Vice-Chairpersons\*\* of the European Parliament Delegation for Relations with Japan visited the Tokyo offices of the EU-Japan Centre for Industrial Cooperation on 27 October 2008.

Julien Guerrier, General Manager, presented the activities of the Centre.

The Delegation of the European Parliament expressed satisfaction with the achievements of the Centre and its evolution towards new activities. They also praised in particular the success of the "Vulcanus" programme. The MEPs had an opportunity to meet the Selection Committee of the "Vulcanus in Europe" programme for Japanese students, which was convening at the Centre on the day of their visit.



The office briefing was followed by a lunch meeting with Members of the EU-Japan Business Round Table and representatives of the European Business Council in Japan, at the residence of Stefan Huber, Deputy Head of the Commission's Delegation in Tokyo.

\* Chairman of the European Parliament Delegation for relations with Japan: MEP Georg Jarzembowski, German, European People's Party and European Democrats

\*\* Vice-Chairpersons of the European Parliament Delegation for relations with Japan: MEP Karin Resetarits, Austrian, Alliance of Liberals and Democrats for Europe; MEP Jaroslav Zvěřina, Czech, European People's Party and European Democrats

## Business mission

### EU Gateway to Japan

**Business mission for the Environmental and Energy-related Technologies sector**

**Mission dates: 25-29 May 2009 - Location: Tokyo – Japan**

**Organised by: European Commission - DG External Relations**

Applications from EU companies to participate in the Business mission for the Environmental and Energy-related Technologies sector are welcome until 5 January 2009.

EU companies which have developed outstanding and innovative techniques, technologies and products may participate in the Programme. The applicant company's techniques, technologies, products, equipment and devices must be directly related to one of the following sub-sectors:

- Power generation, management and control
- Energy efficiency
- Waste water treatment
- Air pollution control
- Waste management
- Recycling
- Soil prevention
- Noise protection.

More information: [http:// www.eu-gateway.eu](http://www.eu-gateway.eu)



## Publication

© Commerce International N°47 DÉCEMBRE 2008

### "Five days to success in Japan"

#### Mission in Japan - 5 days for winning the market

The December 2008 issue of the Commerce International magazine has featured the Japan market and has presented one of the business programmes organised by the EU-Japan Centre for Industrial Cooperation.

Each year the "Distribution and Business Practices" course takes in some 20 participants. Experience shows that thanks to this intensive course, many heads of European companies find a place for themselves on the Japanese market, notably by adapting their products to the demands of Japanese consumers.

(Journalist: Philippe Adam)

More information: [http://documents.eu-japan.eu/media/cuttings/ci\\_dec08.pdf](http://documents.eu-japan.eu/media/cuttings/ci_dec08.pdf) or [http://www.actu-cci.com/?pg=mag\\_article&id\\_m\\_a=2524&ver=en](http://www.actu-cci.com/?pg=mag_article&id_m_a=2524&ver=en)



## Reminder

### JST Call for Proposals to fund Researchers in Japan Participating in EU Environment Research Consortia



JST (Japan Science & Technology Agency) has launched a call for proposals for researchers in Japan involved in EU research consortia under 6 topics (see below) of the Environment theme of the 7th EU Research Framework Programme (FP7). Researchers in Japan who apply to the EC call for proposals should also apply to the JST call for proposals and submit their own research plan to possibly receive JST funding following JST peer-review evaluation. It should be noted that researchers in Japan involved in consortia selected by the EC will not necessarily be supported by JST, as this depends on the outcome of JST's evaluation.

The 6 FP7 Environment research topics concerned by the JST call for proposals are:

- ENV.2009.1.3.3.1 Risk, prevention and management of urban floods
- ENV.2009.2.1.2.1 Water management and climate change impacts in the long-term perspective
- ENV.2009.3.1.1.1 Adaptation of water supply and sanitation systems to cope with climate change
- ENV.2009.3.1.5.1 Technologies for improved safety of the built environment in relation to flood events
- ENV.2009.3.1.6.1 Innovative coastal defence technologies
- ENV.2009.3.3.2.1 Improved Life Cycle Impact Assessment methods (LCIA) for better sustainability assessment of technologies

The JST call for proposals is open from 24 September 2008 to 8 January 2009 (same deadline as the EC call for proposals).

The JST maximum budget per participant is 22.5 million yen (approx. EUR 150,000) for three years.

More information is available from the JST website:

<http://www.jst.go.jp/inter/index.html> (in Japanese) - <http://www.jst.go.jp/inter/english/index.html> (in English)

[http://cordis.europa.eu/fp7/dc/index.cfm?fuseaction=UserSite.CooperationDetailsCallPage&call\\_id=142](http://cordis.europa.eu/fp7/dc/index.cfm?fuseaction=UserSite.CooperationDetailsCallPage&call_id=142)

## PolluTec

### International exhibition of Environmental Equipment, Technologies & Services - 2-5 December 2008 – Lyon, France Focus on eco-technologies at the Euro-Japanese Symposium (2 Dec p.m. – 3 Dec full day)

The Euro-Japanese Symposium on innovative eco-technologies was held during "PolluTec 2008". It was the first of its kind to be organised in Europe.

Clean vehicles, new energies and energy efficiency, especially in the building sector, were at the heart of presentations from French, Japanese and other EU countries' experts (Sweden, Germany), as well as panel discussions. Divided into 4 work sessions, the symposium was designed to cover the largest scope of current innovations, while aiming to identify possible areas of cooperation between Europe and Japan in the concerned fields.

French State Secretary for Environment, Ms Kosciusko-Morizet, opened the event by delivering a keynote speech, together with Ms Blanchard, Vice-President of the Rhône-Alpes Regional Council, Japanese Ambassador in France, Mr. Iimura, and IEA Chairman, Mr. Tanaka.

Another major event was the signing ceremony for the 5-year renewal of the NEDO-ADEME cooperation agreement by Ms Jouanno, Chairman of ADEME (French Environment & Energy Management Agency) and Mr. Murata, Chairman of NEDO (New Energy & Industrial Technology Development Organization).

Held in the context of the French Presidency of the European Union, the symposium was jointly organised by the Japanese Embassy in France; MEEDAT (French Ministry of Ecology, Energy, Sustainable Development & Spatial Planning); the French Ministry of Foreign Affairs; the French Ministry of Economics, Industry & Employment; NEDO headquarters and NEDO Europe; ADEME; and JETRO.

NEDO website (English): <http://www.nedo.go.jp/english/index.html>

ADEME website (English):

<http://www2.ademe.fr/servlet/getDoc?id=38480&m=3&cid=96>

Also, the full programme of the symposium can be downloaded from:  
[http://www.pollutec.com/site/GB/Visiter/Actualites/International/Japon/\\_Le\\_Futur\\_ecotechnologique\\_s\\_expose\\_a\\_Pollutec\\_2008,11892.htm?KM\\_Session=9cf84e3c5c3f3102adc481ff41c15ed0](http://www.pollutec.com/site/GB/Visiter/Actualites/International/Japon/_Le_Futur_ecotechnologique_s_expose_a_Pollutec_2008,11892.htm?KM_Session=9cf84e3c5c3f3102adc481ff41c15ed0)

## Finnish innovation centre opened in Japan

**"FinNode Japan" is the latest Finnish innovation centre abroad. Its aim is to strengthen cooperation between Finland and Japan in research, development and innovation. Prime Minister Matti Vanhanen opened the centre on 9 June in Tokyo.**

Minister of Economic Affairs, Mauri Pekkarinen, emphasises that FinNode innovation centres play an important role in enhancing the efficiency of the Finnish innovation system in the operating environment of the global economy.

"Finland is following Japan with great interest when it comes to demand-driven innovations in particular. Many countries are investing intensively in education, research, development and innovation activities. Potential cooperation areas might include, for instance, information technology, material technology and application areas related to health and well-being," Minister Pekkarinen points out.

Finland and Japan have a long tradition of scientific and technological cooperation. For example, amongst the project portfolio financed by Tekes (the main public funding agency for research and development in Finland), Japan is the most important cooperation partner in Asia. Finnish universities also have close links with the Japanese education and research systems.

More information: [http://tekes.fi/eng/news/uutis\\_tiedot.asp?id=6568](http://tekes.fi/eng/news/uutis_tiedot.asp?id=6568)

## EU-Japan Cooperation in district heating and cooling industry

On 29 October 2008 the Euroheat & Power offices in Brussels were visited by a large delegation from the Japan Heat Service Utilities Association led by Mr. Kiyoshi Tani. The Association was created in August 1972 and has since grown to 91 full members. The delegation followed a presentation from Euroheat & Power's Managing Director, Ms Sabine Froning, and participants shared insights in challenges and opportunities for the spreading of district heating and cooling. Both parties agreed on the huge potential for spreading this energy-efficient technology and for its contributions to environmental targets in the EU and Japan.

Organised by: Japan Heat Service Utilities Association (Tokyo) and Euroheat & Power (Brussels)

More information:

<http://www.jdhc.or.jp/en/> and <http://www.euroheat.org>

## Investment-related news

	UK-Trade and Investment News (April - September 2008)	Contact details
Renewable Energy	Eurus Energy announced £1.2 billion investment in 500 MW offshore wind in west of Duddon Sands in the Irish Sea.	<a href="mailto:masamoto.shimizu@fco.gov.uk">masamoto.shimizu@fco.gov.uk</a>
Automotive	<ul style="list-style-type: none"> <li>Gordon Brown and Carlos Ghosn announced new small model in Nissan's Sunderland factory.</li> <li>Major UK presence at Japan's Automotive Engineering Show.</li> </ul>	<a href="mailto:masamoto.shimizu@fco.gov.uk">masamoto.shimizu@fco.gov.uk</a> <a href="mailto:philip.mckenzie@fco.gov.uk">philip.mckenzie@fco.gov.uk</a>
Music	<ul style="list-style-type: none"> <li>British Music 2008 launched in July as a major focus of the UK-Japan 2008 promotion campaign. UK artists dominated line-up at both Fuji Rock and Summer Sonic. Leona Lewis became UK-Japan 2008 Goodwill Ambassador.</li> <li>BPI UKTI British Music Mission. 24 UK independent record labels and companies attended. Over 50 'Undiscovered Artists' promoted via British Music 08 website.</li> </ul>	<a href="mailto:pete.chapman@fco.gov.uk">pete.chapman@fco.gov.uk</a>
Aerospace	<ul style="list-style-type: none"> <li>SBAC/SJAC joint reception at Farnborough</li> <li>HMS Kent visits Japan. Defence Industry Day and aerospace reception.</li> <li>'Spanning the Globe' aerospace seminar, featuring 10 senior UK industry speakers.</li> </ul>	<a href="mailto:chris.dickenson@fco.gov.uk">chris.dickenson@fco.gov.uk</a> <a href="mailto:philip.mckenzie@fco.gov.uk">philip.mckenzie@fco.gov.uk</a>
Life Sciences	<ul style="list-style-type: none"> <li>13 UK companies exhibit at Chemicals for the Pharmaceutical Industry show.</li> <li>Syntor Fine Chemicals (Runcorn) appoint agent. Nanoco Technologies (Manchester) sign an exclusive agreement to supply commercial quantities of Quantum Dot Materials in Asia.</li> </ul>	<a href="mailto:naoko.takei@fco.gov.uk">naoko.takei@fco.gov.uk</a>
Design	Numerous high profile events, including: <ul style="list-style-type: none"> <li>Inward Mission to London Design Festival.</li> <li>Universal Design Business Symposium. Keynote speech by Gus Desbarats (Chairman of Alloy) - over 350 attended.</li> <li>UK-Japan 2008 DesignUK Forum, Seminars by David Tonge and Shiro Nakamura (Nissan Motor) - over 170 attended.</li> </ul>	<a href="mailto:akiko.yanagisawa@fco.gov.uk">akiko.yanagisawa@fco.gov.uk</a>  
Fashion	Numerous high profile brand launches and openings, including: Jo Malone, Bamford, Neal Barrett, Hackett, Jimmy Choo, Cath Kidston, Links of London. World premiere openings by Shaun Leane and Cash Ca. Major fashion show by Daks at Embassy.	<a href="mailto:etsuko.muto@fco.gov.uk">etsuko.muto@fco.gov.uk</a>
ICT	12 companies participated in Mobile & Wireless Mission. Nearly 300 companies attended events involving Professors Grant (Edinburgh) and Hanzo (Southampton). Meridian Audio and Pioneer Marketing signed distributor agreement and held a launch event at Embassy.	<a href="mailto:etsuo.watanabe@fco.gov.uk">etsuo.watanabe@fco.gov.uk</a>

### Munich Business Welcome Package

Organised by: City of Munich, Department of Labour and Economic Development



The City of Munich offers a new service for foreign companies which would like to set up a new company or a branch office in an innovative, technology-oriented industry: comprehensive consulting services, housing and accommodation services and information for newcomers to Munich are part of the Munich Business Welcome Package.

Fully-fitted offices in an attractive, creative environment and an excellent technical infrastructure are provided in the Munich Touchdown Base, located at the New Technology Centre Munich.

More information: <http://www.invest-in-munich.com>

### European Business Council (EBC) in Japan elects Tommy Kullberg as new Chairman

Mr. Tommy Kullberg has been elected as the new Chairman of the European Business Council in Japan (EBC). Chosen to lead the EBC from 2009 through 2011, Mr. Kullberg brings unique experience and an in-depth understanding of Japan following a long, exceptional successful career in Japan.



Mr. Kullberg has been working as a businessman and diplomat in Japan for some 20 years. He served as the President of Gadelius Trading KK and as the Chairman of many Gadelius & ABB subsidiaries in Europe and Asia. During 1994-99 he was Head of the Swedish Trade Council and appointed Commercial Counsellor at the Embassy of Sweden in Tokyo.

Mr. Kullberg founded IKEA Japan KK and was CEO & President for the company in 2002-2006 when he managed the highly successful market entry to Japan of the Swedish furniture retailer. Currently Chairman of KULLBERG & PARTNERS KK, Mr. Kullberg is actively supporting the market entry of H&M Hennes & Mauritz Japan KK as a member of the Board of Directors, while also acting as Senior Advisor for the medical company Gambro AB.

More information: <http://www.ebc-jp.com>

### The Global Economy: perspectives from the UK and Japan London - 27 October 2008

Organised by The Daiwa Anglo-Japanese Foundation and The Japan Society



As the deterioration in global economic and financial conditions takes its toll, reflections on the past and concerns about the future continue to dominate national and international headlines.

The 2008 monthly seminar series, "Economic Futures: Wealth and Well-Being in the UK and Japan", has viewed the state of the economy through the prism of the UK and Japan, addressing such topics as banking crises and consumer confidence, the role of capital cities as engines of wealth creation, and industrial innovation and change.

As the final event in the series, this seminar drew on previous discussions (bringing together many of those who had presented or participated earlier in the year) to reflect on the economic implications of global interdependence and the relationship between the economy and society. In the aftermath of the Beijing Olympics and the run-up to the United States presidential election, a lively debate – involving both speakers and audience – on wealth and well-being in a global context was organised.

More information: [http://www.dajf.org.uk/event\\_page.asp?Section=Eventssec&ID=315&ticket=1](http://www.dajf.org.uk/event_page.asp?Section=Eventssec&ID=315&ticket=1)

## In Brief

### French-Japanese Symposium

9 December 2008 – Paris, France



**Celebrating the 150th anniversary of French-Japanese relations**, some French and Japanese public sector and government officials collaborated to organise the economic event of the year, in honour of 150 years of bilateral relations, which was attended by many participants from the private sector. The symposium was devoted to investments, partnerships, new challenges and also to French-Japanese economy-related issues. Large industrial groups (Air Liquide, Renault, JC Decaux, Ajinomoto, Horiba, etc.), innovative enterprises and SMEs from both countries, as well as senior representatives from public institutions, were present to give their personal analysis of the various topics.

Exceptional speeches were given by Mikio Sakaki, Chairman of Mitsubishi Corporation and Carlos Ghosn, CEO of Renault, on the new orientation of French-Japanese economic relations.



More information:  
<http://www.cefj.org/fr/index.php>

### Keio Jean Monnet Workshop for EU Studies

**The Jean Monnet Centre of Excellence is a research centre authorised by the European Union (EU)** that involves academic activities in two or more of the target disciplines and that proposes activities which exploit multi-disciplinary resources in the targeted disciplines and demonstrate openness to civil society. A Workshop for EU Studies is held monthly at which scholars, researchers, specialists, business people and graduate students present their research results.

#### Next workshop: 20 December 2008

Chairperson: Katsuhiko Shoji, Professor (EU Law), Jean Monnet Chair and personam Law School, Keio University

1. "The Constellation Theory and its Relations to the European Neighbourhood Policy"  
Yu Hasumi, Professor of Economics, Risho University
2. "Reflections upon the Revised Directive of Television without Frontiers"  
Yoshiharu Ichikawa, NHK

More information:  
<http://www.jean-monnet-coe.keio.ac.jp/index-en.html>

### Joint Project Otakool – September 2008

Shibuya International Co., Ltd. and Kappe Inc., 2 leading companies in their respective fields, decided to combine their skills by creating the ultimate community website related to Japanese pop culture.

**Otakool.com** is the first ever community website which deals with the whole J-pop culture including manga, anime, video games, J-music, cosplay, etc. Otakool is now the "key website" for public and professionals of the contents industry and related J-pop culture.

Offering the perfect balance between "Otaku spirit" and "Cool attitude", Otakool enables Internet surfers to meet many interesting people who have the same passion for Japanese culture.

Otakool is not a commercial website and allows the exchange of points of view between Europe and Japan.

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



### Ishikawa International Exchange Festival in Nonoichi, 2008

**This year's Ishikawa International Exchange Festival was held in the town of Nonoichi on 7 September.**

**This was the festival's 3rd year, and more than 20,000 visitors enjoyed the gala event.**

The festival provides an opportunity for Japanese and foreigners to interact with each other. This year 17 countries put up their stalls; out of the 17, eight were from Europe (Belgium, France, Italy, Luxemburg, Germany, UK, Scotland and Ireland). Many of the European stalls introduced local games and cuisine. Ishikawa imports white wine from Luxemburg and Godiva chocolates through Cargo Lux, which has regular flights to Komatsu Airport in Ishikawa.

It was a rare chance for everyone to enjoy so many different cultures in one place. The festival also showed Ishikawa people's special affection for European culture.

More information:  
<http://www.ife.or.jp/index.php>

### About the IJCC

**The Ireland Japan Chamber of Commerce (IJCC) was formally established on 11 January 2008 by a decision of the Ministry of Economy, Trade & Industry.**

It replaced the Japan Ireland Economic Association (JIEA) which, since its foundation in 1973, had been the representative body for Irish-Japanese business interests in Japan. Members represent a cross-section of companies, business people and entrepreneurs from Ireland, Japan and other countries.

The Ambassador of Ireland to Japan is Patron of the Chamber, and its Honorary Chairperson is Mr. Kunio Takeda, Chairman of Takeda Pharmaceuticals and Honorary Consul of Ireland in Kansai.

The Chamber works for its Members through a variety of regular activities and works closely with the Embassy of Ireland and other Ireland-related institutions. It is a stakeholder in the European Business Council in Japan, the trade-policy arm of the European Chambers and business organisations in Japan.

The IJCC carries out its mandate in a variety of ways including:

- Organising speaker events, seminars and networking events in Tokyo and elsewhere
- Lobbying in support of enhanced Ireland-Japan business and trade
- Providing a forum in which to raise issues of interest to the Japan-Ireland business community

The IJCC is a not-for-profit organisation managed by its Members through a Board of Directors chaired by the Chamber's President, Dr. Frank Seiji Sanda, CEO of Japan Communications Inc.

More information: <http://www.ijcc.jp/about/>



International Exchange Festival

## 150 Years UK-Japan

On 16 September, a reception to celebrate the **150th anniversary of the establishment of diplomatic relations between Japan and the United Kingdom** since the signing of the Anglo-Japanese Treaty of Amity & Commerce was held at the Foreign & Commonwealth Office. Representing Japan was Mr. Shintaro Ito, State Secretary for Foreign Affairs, who had flown to the UK specially to attend the event, while Mr. David Miliband, Foreign Secretary, and Lord Malloch-Brown, were also present from the UK side.

The reception was attended by more than 200 guests, and the original text of the Treaty, which is the only version fully preserved after 150 years, was on display. In addition, a dozen Japanese cars produced in the UK by Honda, Mitsubishi, Nissan and Toyota were arranged in the courtyard of the FCO to welcome the guests.

In his address, Mr. Ito affirmed that Japan and the UK shared fundamental values including a commitment to freedom, democracy and human rights, and were strategic partners tackling together various global challenges confronting the international community.

For his part, Lord Malloch-Brown described Japan as one of the UK's most important allies and called for further cooperation, both bilateral and in a multilateral context, on key global issues such as climate change and development.

During his speech, Mr. Ito proclaimed the official launch of JAPAN-UK 150, a series of events in fields such as Art & Design, Theatre & Music, Film & Academia, and Science. The events, more than 100 of which have already been registered, will continue until the end of 2009.

At the end of the ceremony, Lord Malloch-Brown presented Mr. Ito with a replica of the Treaty as a symbol of his vision for an even stronger partnership between the two countries.

More information:  
[http://www.uk.emb-japan.go.jp/en/japanUK/governmental/080916\\_150\\_yr\\_reception.html](http://www.uk.emb-japan.go.jp/en/japanUK/governmental/080916_150_yr_reception.html)

More information:  
<http://www.uk.emb-japan.go.jp/en/japanUK/exchange/director081110.html>

Speech by Mr. Shintaro Ito, State Secretary for Foreign Affairs, at a Reception to celebrate 150 Years of Diplomatic Relations between the United Kingdom and Japan at the Foreign & Commonwealth Office, London available on:  
<http://www.mofa.go.jp/region/europe/uk/speech0809.html>



## BOSEI Quality Award in Bulgaria

The Japanese award for quality in Bulgaria, "Bosei – striving for the stars", was recently established by the Japan International Cooperation Agency (JICA) and Tokai University in Japan. In order to grant the award, a special committee assessed the effectiveness of the application of the Total Quality Management (TQM) system.

JICA has been supporting the integration of Bulgaria as a donor country through the implementation of different projects and cooperation for the development of managerial skills of Bulgarian entrepreneurs. In September 2007 a collaboration framework between the academic and business circles was established, and as a result of this initiative the BOSEI Quality Award was launched in 2008. The Japanese word "bosei", meaning 'hope for the stars', is also the motto of Tokai University.

The BOSEI Quality Award inherits the spirit of cooperation and aspiration to the stars, and aims at contributing to the Bulgarian business community. The award ceremony was attended by representatives of the government, the business elite and the Alumni Associations of AOTS (Association for Overseas Technical Scholarships), JICA and Tokai University. Two companies received the award for 2008: OPTIX Co. and TOKUDA HOSPITAL SOFIA plc.

More information:  
[http://international.ibox.bg/news/id\\_1947434110](http://international.ibox.bg/news/id_1947434110)

## 2008 Deshima Awards

The 2008 Deshima Award is granted by the NCCJ (Netherlands Chamber of Commerce in Japan) with support from the Embassy of the Kingdom of the Netherlands to reward Dutch companies for their impressive achievement of successful business development in the challenging Japanese market. Two Awards are granted; one within the large company segment and one within the SME segment.

The Deshima Award was established in 2000 to promote greater awareness of opportunities for the export of goods and technology to Japan and for investment in Japan by companies and institutions in the Netherlands. The presentation of the first Award in 2000 coincided with the celebration of 400 years of Dutch-Japanese relations. Since then, the Award has been given to Dutch companies, both large and small, recognising their success in the Japanese market. In 2006, NCCJ joined with DUJAT (Dutch & Japanese Trade Federation) in awarding this prestigious prize, which is now presented in alternate years in the Netherlands and in Japan, respectively by DUJAT and NCCJ.

The 2008 Deshima Award Ceremony was held on 27 October 2008. The winner for the large company segment is ASML ([www.asml.com](http://www.asml.com)), the world's leading provider of lithography systems for the semiconductor industry and manufacturer of machines for the production of integrated circuits or microchips. The winner for the SME segment is SENZ Umbrellas ([www.senzumbrellas.com](http://www.senzumbrellas.com)). The SENZ umbrella has won the Good Design Award 2008 ("G-Mark"), a prestigious design award in Japan.

More information: <http://nccj.jp/wp-content/uploads/2008/10/shorhistoryda-dujat.pdf>



## Nippon Steel Visit 2008

On 30 October 2008 twenty NCCJ\* members made a trip to the Nippon Steel Corporation plant in Chiba, located on the other side of Yokohama in Tokyo Bay, and by far Nippon Steel's largest plant with a crude steel production over 10,661 tons and a workforce of 3,285.

More information: <http://nccj.jp/2008/11/14/nippon-steel-visit-2008/>  
 (\*NCCJ - Netherlands Chamber of Commerce in Japan)

# New websites for the Centre

## The office in the EU



## The head office in Japan



<http://www.eu-japan.eu>

<http://www.eu-japan.gr.jp>

Date/Location	Details	Contacts
23 January 2009 London, United Kingdom	<b>Conference</b> International Conference in Celebration of the 2008 Sasakawa Lectureships "Japan Matters: Redefining power, politics and culture in the age of globalisation"	The Great Britain Sasakawa Foundation <a href="http://www.uk.emb-japan.go.jp/japanuk150/events/academia/Japan_Matters.html">http://www.uk.emb-japan.go.jp/japanuk150/events/academia/Japan_Matters.html</a> E-mail: <a href="mailto:gbsf@gbsf.org.uk">gbsf@gbsf.org.uk</a>
2 February 2009 London, United Kingdom	<b>Seminar</b> Tokyo Investment & Business Seminar	Tokyo Metropolitan Government <a href="http://www.jetro.go.jp/uk/topics/20081113877-topics">http://www.jetro.go.jp/uk/topics/20081113877-topics</a>
9 - 13 February 2009 London, United Kingdom	<b>Symposium</b> Japan-UK Higher Education Symposium	Japan Society for the Promotion of Science - London <a href="http://www.uk.emb-japan.go.jp/japanuk150/events/academia/JPUK_Vice_Chancellors_Symposium.html">http://www.uk.emb-japan.go.jp/japanuk150/events/academia/JPUK_Vice_Chancellors_Symposium.html</a> E-mail: <a href="mailto:enquire@jsps.org">enquire@jsps.org</a>
18 February 2009 Tokyo, Japan	<b>Executive Meetings</b> Fourth Japan CFO Roundtable New Approaches in a new World of risks	Economist Conferences <a href="http://guest.cvent.com/EVENTS/Info/Summary.aspx?e=cb1be24-2691-4c85-811e-e247eea29a34">http://guest.cvent.com/EVENTS/Info/Summary.aspx?e=cb1be24-2691-4c85-811e-e247eea29a34</a>
18 - 20 February 2009 Tokyo, Japan	<b>Business Event</b> BIZMATCH@nano tech 2009 JETRO will be hosting BIZMATCH, a company presentation and one-to-one business meeting event	JETRO – Japan External Trade Organization and NBCI – Nanotechnology Business Creation Initiative <a href="http://www.jetro.go.jp/uk/topics/20081031297-topics">http://www.jetro.go.jp/uk/topics/20081031297-topics</a>
18 May - 12/19 June 09 Tokyo, Japan	<b>European Commission-funded Programme</b> Training Mission in Japan <Human Resources Training Programme - Japan Industry Insight> Application deadline: 19 February 2009	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/global/business-training/human-resources-training-programme.html">http://www.eu-japan.eu/global/business-training/human-resources-training-programme.html</a>
26 June - 3 July 2009 Tokyo, Japan	<b>European Commission-funded Programme</b> Training Mission in Japan <World Class Manufacturing> Application deadline: 26 March 2009	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/global/business-training/world-class-manufacturing.html">http://www.eu-japan.eu/global/business-training/world-class-manufacturing.html</a>

## Any EU-Japan-related News?

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

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