



SEASON'S GREETINGS

The staff of the EU-Japan Centre would like to thank you for your cooperation and the attention you have kindly given to our activities throughout 2010.

The EU-Japan Centre team will be pleased to be at your service again next year for further developing cooperation between businesses of the EU and Japan and sends its best wishes to you for 2011.

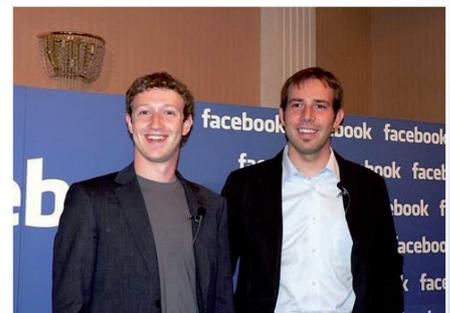
SUCCESS STORY

Javier Olivan is an alumnus from the 2002 Vulcanus programme, currently Director of International Growth at Facebook where he oversees Facebook's International efforts, setting strategy and driving the internationalization of the site for audiences in Europe and throughout the rest of the world. His work has been featured on major newspapers all over the world ranging from the New York Times (http://www.nytimes.com/2010/07/08/technology/companies/08facebook.html?_r=3) to Nikkei. (<http://trendy.nikkeibp.co.jp/article/pickup/20100216/1031024/>)

Here's his feedback:
"Sometimes it is hard to predict when experiences from the past will come to help you in your career. In my case it was not until 2008 (seven years after my Vulcanus in Japan programme) when the experience turned out to be extremely valuable for my job.

After I finished my MBA at Stanford in 2007 I joined Facebook - at that time still a startup company with most of its users focused around US and English speaking countries. Given my background and international experience, I was hired to grow the site all over the world as head of international expansion.

Japan poses very interesting challenges for Facebook given its unique culture and internet access pattern heavily focused around mobile devices. My Vulcanus experience has proven extremely valuable during the past two years and has allowed me to take the strategic decisions and lead the operational efforts to grow Facebook's user base in Japan. In May 2008 we first announced the launch of the Japanese version and about a year ago we opened our office in Tokyo - one of the few engineering offices outside US, where a team is currently focused on our localisation and market development efforts.



In my frequent travels to Tokyo I sometimes meet with some of the staff and people around the EU-Japan Centre during my times in Japan. In one of my last trips I had the chance to meet with NTT Data's CEO, Yamashita-san, at our office in Harajuku. He knew through my ex-colleagues that I had been a Vulcanus intern at his company and contacted us since he was interested in learning more about Facebook. We had a great conversation where he mentioned how NTT Data continues hosting Vulcanus interns every year since they are extremely happy with the results."



EU-Japan Centre
for Industrial Cooperation
日欧産業協力センター

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

CALL FOR APPLICATIONS



<Vulcanus in Japan> 8-month internship in Japan

Dates: Sept 2011 - Aug 2012 - Application deadline: 20 January 2011

The 'Vulcanus in Japan' programme consists of industrial placements in Japan for EU students. The participants are selected among students in the last year of their undergraduate studies, or following a postgraduate course in the fields of Engineering, Sciences or Architecture. All the participants in the 'Vulcanus in Japan' programme will follow a four-month intensive Japanese language course, during which they will attend various seminars related to Japan (culture, society, economy, history, etc.), company and factory visits, cultural activities, and an eight-month internship in a Japanese company.



<http://www.eu-japan.eu/global/vulcanus-in-japan.html>



European Commission-funded Programmes in Japan Success story

"The H RTP programme is basically the "antipasto" where you are the one who has to make it useful. The overall organisation of the programme was fantastic so you could develop contacts and apply what you have been learning about."

Francesco FIORE, Executive Director for the "Japan Anime Live" tour.

The EU-Japan Centre organises various activities to train EU-managers to conduct successful operations in what has been for a long time now one of the world's most important markets. One of these Business Programmes is the Human Resources Training Programme. Former alumni know this better as H RTP. Starting as early as 1987, the success of the H RTP Programme has continued to last for over twenty years. It provides an integrated in-depth view on Japanese industrial structure and business practices. The Centre not only gives participants the tools for a successful operations, but also acknowledges the need for human interaction and on-sight training.

A remarkable success story of the H RTP programme is the experience of Mr. Francesco Fiore, Executive Director for the "Japan Anime Live" tour. An astonishing show that introduced Japanese pop culture throughout the European Union during the last few months.

BBC News Europe (Nov 15, 2010): "Japan Anime Live, the world's biggest Manga Opera, wrapped up in Rome at the weekend. The Spectacular event featured colourful fight scenes, singing and unseen stories from the popular animated series."

During an Alumni Satisfaction survey, conducted by the Centre's Research department, Francesco Fiore clearly indicated that due to the H RTP programme he was able to better understand the Japanese (business) culture and develop strong interpersonal relations.

Furthermore, the training programme provided Francesco Fiore with an acceleration of his personal career and helped with overcoming common difficulties often encountered when entering the Japanese market.

 <http://www.japananimelive.com/>



CALL FOR APPLICATIONS

Human Resources Training Programme - Japan Industry Insight

**Training Programme in Japan for EU managers working for EU companies .
Dates: 6 May - 10/17 June 2011 - Application deadline: 17 February 2011**

The "H RTP - Japan Industry Insight" lasts four to five weeks and offers EU executives with a unique opportunity to experience and understand both the cultural and economic elements which define and explain Japan's business and technological achievements. The H RTP programme was designed to improve on a constant basis the latest expectations about the business situation in Japan, as well as providing a professional Japan-related expertise to EU businessmen.

JAPANESE LANGUAGE AND CULTURE COURSES

The course is designed to provide participants with basic Japanese communication skills (Business and daily life), comprising an introduction to the language structure and its complexity.

A strong emphasis is placed on the importance of knowing how something is said, especially regarding aspects such as age, gender, hierarchical position and situation.

JOINT SEMINAR WITH JAPANESE BUSINESS PEOPLE

During the session H RTP-participants can discuss about their experiences with Japanese executives (in small groups). Some of the exercises include decision-making, team management and negotiation role-plays.

GROUP COMPANY VISITS

A wide range of companies is carefully selected, ranging from car manufacturers to a traditional «Sake» breweries.

 <http://www.eu-japan.eu/global/business-training/human-resources-training-programme.html>

European Commission-funded Programmes in Japan World Class Manufacturing

In June and October 2010, the 21st and 22nd « World Class Manufacturing in Japan » (WCM) missions were organised by the EU-Japan Centre in Tokyo.



WCM is an intensive 5-day mission in Japan; assisting managers and executives from EU companies to acquire a better understanding on how Japanese companies continually eliminate costs from their



manufacturing process; analyzing key Japanese manufacturing technologies 'KAIZEN' (incremental improvement), 'JIT' (Just in Time), 'TQC' (Total Quality Control) and 'TQM' (Total Quality Management).

These 2010 missions included visits to some of the world's most advanced factories.

PRACTICAL OVERVIEW OF JAPANESE MANUFACTURING TECHNIQUES.

During the June session, lectures were offered on "Crisis Management for Manufacturing in the Global Age" and "Kaizen Method". Visits were also organized outside of Tokyo to the Murata Machinery (objective: learn job-order production), Toyota (objective: learn Toyota production system), NTN Corporation (objective: learn industrial cluster alliance between EU and Japan) and Kokusan Denki (objective: learn "constant Kaizen-oriented production attitude").

During the October mission, lectures on "Fusion of TPM and TPS" and "KZ Method" were offered. A hands-on training "TPS Jissen Dojo" was accomplished by the Gemba Kaizen training Centre where the participants learned the practical aspects of the Toyota Production System.

Some tours were also organized outside of Tokyo to the Fuji Heavy Industries (objective: JIT-production), Toyota Motor Corporation (objective: Toyota Production System), Yamazaki Mazak (objective: eFactory and highly automated production environments) and Toyota Industries Corporation (objective: learn "constant Kaizen-oriented production attitude") giving to the participants a practical sense of Japanese manufacturing methods.

About WCM missions



"The course has been for me an outstanding opportunity to directly experience the principles, methods and techniques of some of the best World Class companies in Japan. The wisdom and simplicity of lectures, company visits, Q and A sessions, hands-on TPS training, etc. are a great help to large and small companies alike. Everywhere we have been treated very kindly. I suggest to anyone truly interested in company improvement to attend this course." Georgio POSSIO, Spesso Gaskets, Italy



"It is absolutely fantastic to see the latest lean manufacturing theories and practices. It was interesting to observe intuitive knowledge and creativity of the Japanese teams. I know how difficult it is to implement those practices in Europe, but at least some ideas remain in my head. EU-Japan team did a great job to invite even Toyota and I appreciate it very much." Piotr PALENTA, General Motors Manufacturing, Poland

European Commission-funded Programmes in Japan



CALL FOR APPLICATIONS

Training Course in Japan for EU managers working for EU manufacturing companies .

SPRING SESSION

WCM dates: 27 June - 1 July 2011

Application deadline: 24 March 2011

AUTUMN SESSION

WCM dates: 17 - 21 October 2011

Application deadline: 9 June 2011



<http://www.eu-japan.eu/global/business-training/world-class-manufacturing.html>



"I believe, for the first time, that I now understand how the tools and concepts (of TPS) are working and fixed together." Lars-Göran NILSSON, ITT Water & Wastewater, Sweden.

Centre's Seminars

Priorities for the Renewed Economic, Industrial and Trade Policies of the EU and Japan - 1 December 2010, Tokyo, Japan

The EU and Japan have recently redefined their main economic growth policies and subsequent strategic objectives for the next ten years.

EUROPE 2020

Regarding the EU, the European Commission presented its "Europe 2020" strategy in March 2010, aiming at promoting a "smart, sustainable and inclusive growth".

NEW GROWTH STRATEGY 2020

In Japan, the "New Growth Strategy 2020" which was presented last year sets out Japan's new policy orientations.

New growth strategies for both the EU and Japan highlight the increasingly similar challenges faced by the Japanese and European industries (e.g. energy security, climate change, ageing societies, loss of competitiveness and an increasing competition from emerging countries, including high added-value products and technologies).

In this context, what are the convergences in the EU's and Japan's visions of the priority sectors that should be promoted to enhance future economic growth, and regarding the industrial policies that should be implemented? Could these convergences result in a more collaborative and fruitful relationship, in the industrial and trade arenas?

During this seminar, Mr. Heinz Zourek, Director-General for DG Enterprise & Industry at the European Commission, and Mr. Hideichi Okada, Vice-Minister for International Affairs at METI, presented the contemporary challenges and priorities for the industrial and trade strategies of the EU and Japan. Some industrial representatives also joined the seminar to share their views on these issues.



<http://www.eu-japan.eu/global/events/seminar-01122010.html?year=2010>



Last November 2010, the EU-Japan Centre for Industrial Cooperation, in collaboration with the "Centre Européen d'Etudes Japonaises d'Alsace" -CEEJA (<http://www.ceeja-japon.com/>), organised a series of intercultural seminars entitled "Business Strategy: Towards a Mutual Understanding of European and Japanese Practices" which took place at the CEEJA premises in Kientzheim (Alsace-FR), with workshop facilitators coming from a Japanese management consulting firm based in Europe.



The seminars highlighted the main business strategy techniques, compatible with the European and Japanese practices. It also identified alternative solutions through lectures, case-study discussions, role-plays and problem-solving activities.

SEMINAR INVITATION

EU-Japan Clusters Policies toward SMEs' Innovation



As a follow-up to the events that took place in 2008 on "EU-Japan cooperation - Clusters and R&D internationalisation" that intended to inform both Japanese and EU companies on the clusters' networking processes inside the EU, also involving elements of cluster policies for both the EU and Japan at the national and regional levels and presenting some case studies on EU-Japan cluster cooperation.

Seminar date: 15 February 2011

Location: Brussels, Belgium

Venue: European Commission (tbc)

2011 SEMINAR OBJECTIVES

The objective of the 2011 Cluster seminar will be to help EU & Japanese officials as well as clusters managers to find SMEs and clusters cooperation barriers, identify opportunities, forecast trends and if possible elaborate "fact-based" decisions.

The seminar will gather representatives from the European Commission and Japanese Government involved in SMEs and Cluster cross-border cooperation.



<http://www.eu-japan.eu/global/events/seminar-clusters-15022011.html?year=2011>



The seminar brought together a series of European and Japanese company's executives based in Europe and interested in improving their business strategic skills beyond cultural differences. The audience gathered around 13 participants from both EU and Japanese companies. All the participants expressed very positive feedbacks mentioning that the exercise was very helpful for their daily business activities.



http://www.eu-japan.eu/global/events/seminar_business_strategy_17112010.html?year=2010

Centre's Seminars

EU-Japan Cooperation on ICT and Aeronautics 11 November 2010 – Sendai, Japan

The seminar opened with 2 parallel sessions, one led on ICT and another led on aeronautics with both sessions covering practical case studies of existing (in the case of ICT) and potential research cooperation projects.



In the first session on ICT, two case studies were presented by researchers already taking part in FP projects related to eHealth. The Japanese teams involved in these case studies were not receiving direct funding from the EC, however they continued their involvements in European projects, firstly because of the high quality of the research and development and secondly because of

the European technologies / systems they could access, already available in the EU but not yet available in Japan.

The third speaker presented the EURASIA-PAC project which formulates strategic recommendations for the promotion of collaborative research in the area of ICT, between the EU and the Asia-Pacific.

CONSISTENT R&D POLICY

The latter session was focusing on aeronautics. The history of cooperation with Europe and others including the current trends were summarized by experienced speakers. The necessity of a consistent R&D policy and its involvement in the standardization process from the early designing stages was clearly identified. In addition, the current plans for future EU-Japan cooperation was presented from the industrial point of view and the potential of the Japanese aeronautics research capacity was shown from an academic viewpoint.



http://www.j-bilat.eu/seminar/seminar_5?l=en

Officials visited the Centre

In November 2010, the European Parliament's delegation for relations with Japan came to the EU-Japan Centre for Industrial Cooperation. The delegation was composed of 4 Members of Parliament including, Mr. Hans Van Baalen, Chairman (NL), Ms. Teresa Jiménez-Becerril Barrio (ES), Mr. Jarosław Leszek Wałęsa, (PL), Ms. Christel Schaldemose (DK), of Ms. Alida Nadejda, Administrator, from the EP Secretariat, and four additional assistants.

Presentations were made on the various activities of the Centre and on Japanese industrial policy (METI's "Industrial Structure Vision" and Japan's "New Growth Strategy").

This was followed by a discussion involving many questions on Japan's R&D policy, on Japan's patent system and on Japan's strategy in South-East Asia regarding trade and investments. Another area of interest was on the various possibilities to open up the Japanese market to European industries. The Centre's internship programmes raised some of the MEPs' curiosities and they were given more details about the Vulcanus Programme. They also wanted to understand how the European Parliament could help improve relations between the EU and Japan.

Symposium on: "Re-thinking Corporate Social Responsibility (CSR):

Perspectives and Experiences of Europe and Japan" - 27 October 2010 - Tokyo, Japan



The EU-Japan Centre for Industrial Cooperation organized a Symposium entitled "Re-thinking Corporate Social Responsibility (CSR) : Perspectives and Experiences of Europe and Japan", with two keynote speeches led by Mr. Yoshikatsu Nakayama, Vice Minister of Economy, Trade & Industry, Japan and by Mr. Richard Howitt, Member of the European Parliament, European Parliament's 'Rapporteur' on Corporate Social Responsibility, also involving two interventions on the recent developments of the CSR policy in the EU and Japan by Mr. Pedro Ortún, Director at the Directorate-General for Enterprise and Industry, and by Mr. Kenyu Adachi, Director-General, Economic & Industrial Policy Bureau at METI,

presenting four European and Japanese private companies' initiatives (Sony, Honda, Volkswagen and Ferrero) followed by a panel discussion.

The Symposium highlighted the growing importance of the CSR in Europe and in Japan in the fields of public industrial policies and corporate strategies. Several suggestions were made from the Japanese and the European sides in favour of a greater EU-Japan cooperation in CSR policy-making (e.g. a better promotion in exchanges of best practices among companies, within their sectors and with their supply chains), in international rule-making, discussions on global standards, on ISO 26000 and on the organization of a possible EU-Japan NGOs Dialogue on CSR,

The CSR should appear in the future framework for EU-Japan relations (replacing the current 2001-2011 EU-Japan Action Plan) and could include a Human Rights dimension. Further discussions between the two regions should also help identify a better way to promote a broader use of

CSR policies by an increasing number of companies, to underline the importance of the role of all stakeholders, from individual citizens to media, and encourage them to act in line with CSR principles.

On 30 November, when the METI and DG Enterprise and Industry held their annual High Level Industrial Policy Dialogue, CSR policy was included in the agenda of discussions, giving both sides an opportunity to discuss the various suggestions made during the Symposium.

The Symposium successfully welcomed 250 people from the Japanese business sector, as well as from EU and Japanese public, industrial and academic organizations. The panel discussion gave to the speakers the opportunity to exchange their views on two issues: (1) the current issues surrounding ESG information disclosure and transparency, and (2) the importance of global aspects of CSR.



http://www.eu-japan.eu/global/events/symposium_csr_27102010.html?year=2010

Centre's Seminars

J-BILAT Seminar

EU-Japan collaboration in health, biotechnology, social sciences and humanities - 26 October, Japan

The event was supported by one of the project partners; the EU Institute Japan Kansai (EUJ-Kansai) and successfully welcomed 29 participants. In addition to the academic participants, one representative from the Northern Advancement Center for S&T (Sapporo Bio-cluster) was also included and several representatives from companies based in Kansai area as well as two representatives from the British Consulate-General in Osaka.

The seminar started with a plenary session focusing on the activities of two organizations, involving the EU Institute in Japan, the Kansai and Japan Agency for Marine-Earth Science and Technology (JAMSTEC), followed by an overview and some practical remarks on IPR especially in the field of health and biotechnology. The seminar was performed with two paralleled sessions, one on health and biotechnology and another on social sciences and humanities. All the cases presented were highly informative and largely based on the speakers' research and experiences.

http://www.j-bilat.eu/seminar/seminar_4?l=en

J-BILAT Seminar

EU-Japan collaboration in environmental technologies and sustainable management of resources - 15 September 2010, Japan

This event was organised with the support of the Delegation of the European Union to Japan and successfully welcomed 44 participants. Among the participants were researchers coming from active research institutes specialized in research and development in fields such as AIST, JAMSTEC and JAXA, but also more than 10 R&D or marketing executives from private companies, and diplomats from various European embassies in Japan.

The speakers and participants shared their experiences and opinions over research and development in the technical fields and over policy studies. The seminar was accompanied by practical information on funding opportunities in Japan as well as funding policies of the EC and financial reporting. With those topics, the aim of disseminating the information on FP7 was successfully achieved and further requests/questions from the participants and others were answered by the helpdesk service.

http://www.j-bilat.eu/seminar/seminar_3?l=en

Towards the Improvement of the Green Car Environment:

Latest Policy Developments and Possibility for Cooperation between EU and Japan

On Tuesday, 26 October 2010, the EU-Japan Centre organized a seminar entitled "Towards the Improvement of the Green Car Environment: Latest Policy Developments and Possibility for Cooperation between EU and Japan" involving the following personalities:

- Mr. Philippe Jean, Head of the Automotive Unit, Directorate-General for Enterprise and Industry, European Commission.
- Mr. Shigeaki Tanaka, Director, Automotive Division, Manufacturing Industries Bureau, Ministry of Economy, Trade and Industry (METI).
- Mr. Anthony Millington, Director General, Tokyo Office, European Automobile Manufacturers Association (ACEA).
- Mr. Yoshihiro Yano, Director General, International Department, Japan Automobile Manufacturers Association Inc. (JAMA).

Both the EU and Japan are performing various actions at the legislative and financial levels (in April 2010, the EU issued its "Clean and Efficient Vehicles" strategy and for the EU and Japan its "Next Generation Auto Strategy") to favour the development of green vehicles through R&D (especially in improving car batteries), the development of infrastructures, of a regulatory framework, of standards (international cooperation), and the reduction of their selling price through the use of financial incentives.

The debate highlighted the existing and potential cooperation between the EU and Japan, particularly in the area of harmonization and international standards (World Forum for Harmonization of Vehicle Regulations (WP29)), and in various organizations such as the International Organization for Standardization (ISO), the International Electrotechnical Commission (IEC) and the Society of Automotive Engineers (SAE).

This cooperation will contribute to a greater use of next-generation/green vehicles on the global market. At the industrial level, it should be noted that the European and Japanese automakers are already expanding their network of corporate alliances for the development and manufacture of eco-friendly vehicles (tie-ups between Suzuki and Volkswagen; Mitsubishi and PSA Peugeot-Citroën; Nissan and Daimler). In the coming months, the EU-Japan Business Round Table will discuss recommendations that will be addressed to the Public Authorities over this issue.

Visit from a Lithuanian Business delegation

Mr. Audronius Azubalis, Foreign Minister of the Republic of Lithuania, and a delegation of Lithuanian businessmen visited the EU-Japan Centre for Industrial Cooperation on Friday 5th of November 2010. On this occasion, the EU-Japan Centre for Industrial Cooperation, in cooperation with the Lithuanian Embassy in Tokyo and Enterprise Lithuania, organized a business seminar on: "Lithuania – A Major Investment and Cooperation Opportunity". The delegation of Lithuanian businessmen consisted of representatives from leading Lithuanian laser technology companies, laser medicine institutions, the Center for Physical Science and Technology and leaders of laser medicine in the Northeastern Europe Vilnius University Oncology Institute and GK Clinics.

Lithuania is developing a knowledge-based economy with a special emphasis on biotechnology (for industrial and diagnostic purposes) including laser equipment. Mechatronics and information technology (IT) are also seen as potentially driving Lithuania towards a knowledge-based economy.

The objective of this seminar was to present a wide range of innovative laser processes and technologies and to organize an opportunity for Japanese and Lithuanian business operators to meet and discuss potential cooperation projects in the fields of trade, investment and R&D.



<http://www.eu-japan.eu/global/events/seminar-lithuania-05112010%20.html?year=2010>



<http://www.eu-japan.eu/global/events/seminar-greencareenvironment-26102010.html?year=2010>

EU - Japan Market Access Cooperation



http://trade.ec.europa.eu/doclib/docs/2010/december/tradoc_147072.pdf

The 9th EU-Japan Market Access Cooperation videoconference took place on 25th October 2010.

It was, like previous meetings, an occasion to exchange views and information relating to Market Access barriers raised by third countries which may have a significant impact on the business communities of both the EU and Japan.

This type of cooperation was established between the Commission and METI three years ago and has taken place on a regular basis of three meetings a year since then. The present meeting was an opportunity to obtain updates on five cases already discussed in previous meetings and also to exchange views on two

new issues - Security provisions relating to the procurement of telecom equipment in India and Vietnam's Automatic Import Licensing requirements.

During the meeting, three ongoing issues concerning China were discussed relating respectively to IT Security Standards, Indigenous Innovation and Raw Materials. The parties decided to reinforce cooperation on the three issues. Other cases discussed included the "Ontario Green Energy Act" and India's "Mandatory Tyre Marking".

The next EU - JPN Market Access Cooperation videoconference meeting is planned for January 2011.

Market Access seminar in Brussels

A Market Access Seminar organised by the Belgian Presidency and the FEB (Federation of Enterprises in Belgium) in cooperation with the European Commission and BusinessEurope was held in Brussels on 18 November 2010.

The event saw a wide participation - around 100 attendees -, mainly European and Belgian industry association representatives from different sectors, government officials, as well as representatives from the European Commission and third country Embassies in Belgium.

Among various topics covered: the Public Procurement with special focus on China and Japan.

The focal point of the discussion was the instrument mentioned in the renewed Trade Policy communication in order to increase EU leverage to secure improved symmetry in access to public procurement markets. Business participants discussed how to use this instrument in order to obtain an effective-reciprocity from third countries. The Commission representative indicated that an impact assessment will be conducted by Directorates-General for Trade and Internal Market before a formal proposal is adopted and that a public consultation will also be organised. More assertive enforcement of existing EU rights and the reinforcement of the international rules were also mentioned as necessary in order to obtain a better symmetry and more opening in third country markets.



http://trade.ec.europa.eu/doclib/docs/2010/december/tradoc_147072.pdf

The EURASIAPAC Project

Supported by the European Commission through its FP7 research funding programme, it aims at significantly contributing to the facilitation of ICT related research cooperation between Europe and countries of the Asia-Pacific region: Australia, Japan, New Zealand, and the Republic of Korea.

The EURASIAPAC project will organise a total of 6 cooperation events over the 2010-2011 period in order to:

- Raise awareness and promote cooperation opportunities between the two regions,
- Provide stakeholders with an opportunity to meet and strengthen their links,
- Last but not least, collect input useful to the preparation of the "EU-ASIAPACIFIC ICT Cooperation Strategy" document.

Within the framework of those objectives, a cooperation forum on EU-Asia-Pacific Cooperation on ICT research has been organised on October 26 in Brussels by the EURASIAPAC project.

The Forum started with a formal opening session during which officials from the European Commission delivered a welcome address, followed by an overview of S&T cooperation activities in Asia-Pacific countries.

Then the coordinator introduced the EURASIAPAC project followed by a presentation from the European Commission on how ICT organisations from the given countries can be involved in joint EU-funded R&D projects and national programmes with European organisation, with a specific focus on the ICT Call 7.

Other European initiatives focusing on Asia-Pacific (KORANET, J-BILAT, KORRIDOR, ACCESS4EU, FRENZ, PACE-NET) were given the opportunity during a panel discussion to introduce their activities and share their vision to foster cooperation opportunities between the two regions. The afternoon wrap-up session focused on recommendations and suggestions to generate successful ICT research cooperation.



<http://eurasiapac-fp7.eu/2010/10/26/promising-outputs-of-the-cooperation-forum-held-in-brussels-on-october-26/>

Economist Visitors Programme - Call for expression of Interest

The European Commission's Directorate General for Enterprise and Industry (DG ENTR) is seeking to attract leading economists in academia, international organisations, governments and top research institutions to participate in its Economist Visitors Programme. Economist Visitors are invited for a short-term visit (normally for one or two weeks with the possibility of an extension of up to three months) to present and discuss research work and share their knowledge in the area of microeconomics and quantitative methods, namely in the areas of industrial policy and economic reforms



http://ec.europa.eu/enterprise/newsroom/cf/_getdocument.cfm?doc_id=4258



Public Consultation

Commission launches public consultation on future funding to boost EU competitiveness and innovation.

The European Commission has launched a public consultation on the successor to the Competitiveness and Innovation Framework Programme 2007-2013 (CIP). The CIP is the main EU budgetary instrument targeting competitiveness outside the research and skills areas. Its main priorities are SMEs, access to finance, innovation (including eco-innovation), take-up and use of information and communication technologies (ICT), energy efficiency and renewables. Through the consultation, the public is invited to have its say on what the priorities of future competitiveness and innovation EU funding should be. The consultation will remain open until 4 February 2011.

http://ec.europa.eu/cip/public_consultation/index_en.htm

ACTA Final Text

Joint statement on the Anti-Counterfeiting Trade Agreement (ACTA) from all the negotiating partners of the agreement

Participants in the Anti-Counterfeiting Trade Agreement (ACTA) negotiations announced today that they have finalized the text of the Agreement, after resolving the few issues that remained outstanding after the final round of negotiations in Tokyo.

ACTA Final text:

http://trade.ec.europa.eu/doclib/docs/2010/december/tradoc_147079.pdf

European Commission-funded programmes

EU Gateway Programme - Business Missions in 2011

For 2011, the Programme will continue to provide European companies with an opportunity to try their hand at entering the market and travel to Japan and Korea with the official support of the European Union. For 2011, business missions in 6 high technology and design industry sectors are planned because the Japanese and Korean markets in these sectors are good opportunities for investment

SECTOR	DEADLINE	MISSION DATES
Construction & Building Technologies	22 April 2011	12-16 September 2011
Interior Design	3 June 2011	24-28 October 2011
Information & Communication Technology	15 July 2011	5-9 December 2011

SUCCESS STORIES

Competing for a place in the healthcare and medical market

A first time participant of the EU Gateway Programme, eZonoAG, embarked on their first business mission to Japan in September 2009. Founded in Jena, Germany, eZono AG provides next-generation ultrasound systems for specific applications. The leading product is the eZono. eZonoAG sales are currently at 80% within the EU, and exports are growing steadily with the goal of selling to Japan and the Asia region. CFO, Mr. Andre Jaekel discussed eZonoAG's business mission to Japan.

Why did you decide to go into the Japanese healthcare market?

Japan is very interesting for us due to the large size of the market which includes more than 9000 hospitals. Most of these provide some anaesthesia and intensive care applications. As the use of ultrasound in regional anaesthesia improves the effectiveness of nerve blocks and helps to substitute expensive general anaesthesia, our products can offer Japanese customers a solution to lower their cost in surgeries substantially, which is critical for them given the constant reductions in reimbursement rates.

What were the results of your participation in the EU Gateway Programme?

After participating in the EU Gateway business mission activities, about 15 distributors in Japan expressed interest in bringing our products on the Japanese market. Furthermore we learned all the details on the product registration side. Since the business mission we have stayed in contact with these interested distributors and potential partners and scheduled follow-up meetings at the MEDICA fair in Dusseldorf in November where we will finally choose a partner.

What is your advice for companies who wish to penetrate the Japanese market?

If you have a hot product, in high demand on the market, Japanese partners will surely be interested in doing business. Furthermore, we also found that they are currently interested in unique and new products, especially those that help their customers with their top concern- lower cost. One of the most important tips to remember in doing business is that Japanese clients prioritise high quality and service.

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

Sign up for www.regionetwork2020.eu and join the conversation!



RegioNetwork 2020 - a new professional networking website on regional policy has been launched by the European Commission: www.regionetwork2020.eu.

RegioNetwork 2020 is an on-line forum for exchanges of good practice and discussions relating to EU Cohesion Policy. It is also designed to support "Europe 2020", the EU's strategy for smart, sustainable and inclusive growth.

13th Japan-EU Conference

30 November, Brussels Belgium

Organised by Katholieke Universiteit Leuven (KUL), l'Université Libre de Bruxelles, the EU-Japan Centre for Industrial Cooperation and GEM PhD School and co-organised by the Mission of Japan to the EU.



The 13th Japan-EU Conference entitled 'Japan-Europe: Preparing the Third Decade of Intensified Cooperation converging through Values' took place in Brussels on 30th November and gathered a large number of policy makers and academics from Europe, Japan and the US.



At the opening session of the conference, the Ambassador of Japan to the EU, Mr. Nobutake Odano made a speech and stressed that Japan, the EU and the U.S. need to remain a major driving force towards a peaceful and prosperous international community, engaging all the emerging countries. Further to this, he also articulated that shared commitments to fundamental values and principles unite and enable those like-minded partners to work closely to take a lead in this volatile world. The view on the importance of the trilateral cooperation was shared by the U.S. Ambassador to the EU, Mr. William Kennard and a Director of the European Commission, Mr. Alan Seatter as well.

(The summary of Ambassador Odano's speech is available at <http://www.eu.emb-japan.go.jp/>)

Source: The Mission of Japan to the European Union

AWARD

2010 Autumn Conferment of Decorations on Foreign Nationals



Organised by the Mission of Japan to the EU on 3 November 2010

The Government of Japan conferred decorations on 58 foreign nationals on 3rd November. Dr. Ruprecht Niepold (German National), Advisor to the Director General, Directorate General for Information Society and Media (INF-SO), European Commission, is given the Order of the Rising Sun, Gold Rays with Rosette.

The decoration is conferred by His Majesty Emperor of Japan in recognition of contribution of Dr. Niepold's to Japan-European Union cooperation in the field of Information Communications Technology (ICT).

The decoration will be bestowed upon Dr. Niepold at a later date in Brussels by H.E. Mr. Nobutake Odano, Ambassador of Japan to the European Union.

JAPAN-EU LEADERS' MEETING ON THE MARGINS OF THE G20 SEOUL SUMMIT - 12 November 2010 - Seoul, Republic of Korea Organised by the Government of Japan and the EU



On 12 November, Japan's Prime Minister Kan had a leaders' meeting with President of the European Council, Mr. Van Rompuy and President of the European Commission, Mr. Barroso on the margin of the G20 Seoul Summit. At the meeting, PM Kan stressed Japan's firm determination to accelerate its efforts to reform its domestic non-tariff measures along with the newly adopted "Basic Policy on Comprehensive Economic Partnerships".

Japan and the EU have been engaged in discussing options for comprehensive strengthening of bilateral relations at the Joint High-Level Group (HLG), which was established at the last Japan-EU summit meeting in April.

As a part of it, Japan has a strong ambition to agree on starting Economic Partnership Agreement (EPA) negotiations with the EU at the next Japan-EU Summit meeting in 2011. The third HLG was held in Brussels on December 15th and produced positive results on "a few specific non-tariff issues".

Japan and the EU are able to benefit from more comprehensive economic integration by the EPA. It will result in promoting trade and investment in mutual direction, creating more job opportunities on both sides and enabling consumers to enjoy a variety of high quality products and services at more reasonable cost.

Source: The Mission of Japan to the EU

Kanagawa Exhibition at BioFach 2011, in Nuremberg, Germany, 16–19 February 2010

Five important companies from Kanagawa, Japan, will participate to the World Organic Trade Fair Bio Fach taking place during 2011 in Nuremberg Germany.

Bio Fach is the world biggest organic trade fair and each one of the attending companies own specific technology and high-quality products and that will be addressed at Bio Fach and on the European market.

Exhibiting Companies;

CERARICA NODA Co.,Ltd.(Natural paints and wax)

REGITEX Co.,Ltd.(Natural rubber)

<http://www.regitex.jp/english/>

Verde Co.,Ltd.(Manufacturing and sal of environmental soil materials)

http://www.verde-jp.com/english/eng_index.html

Shinhuji Co.,LTD(Organic Cotton)

<http://www.tenimuhou.jp/english/index.html>

HOSOYA&Co.,LTD(Fermentation System)

<http://www.k-hosoya.co.jp/en/index.html>

Contact in Europe: Mr.Kiyoshi Kuwasaki, Representative of Kanagawa Prefectural Government,Japan

E-mail: kiyoshi_kuwasaki@jetro.go.jp

More information on

<http://www.jetro.go.jp>

Workshop: Reconsidering “The International Politics of the EU”

Organised by the Keio Jean Monnet Centre of Excellence for EU Studies on the 29 January 2011, Tokyo, Japan

The 50th memorial of Keio Jean Monnet Workshop for EU Studies will be held to celebrate the retirement of Prof. TANAKA Toshiro, Professor to Keio University and Jean Monnet Chair holder in EU political sciences, who has been contributing for about half a century to EU studies in Japan.

The Workshop's is entitled "Reconsidering 'The International Politics of the EU'", will be presented by Prof. TANAKA's eminent disciples, Ms. AKEDA Yukari (Senior Assistant Professor, Keio University) from a viewpoint of international political eco-

nomy, Dr. HOSOYA Yuichi (Associate Professor, Keio University) from a viewpoint of the European integration history and Dr. TSURUOKA Michito (Lecturer, the National Institute for Defence Studies) from a viewpoint of European security policy.

More information on

http://www.jean-monnet-coe.keio.ac.jp/workshops_eng.html

EcoDesign 2011 Symposium

30 November to 2 December 2011

Kyoto, Japan

The 2011 EcoDesign's symposium will be held in the Japanese old capital city of Kyoto. Since the first EcoDesign symposium in 1999, this symposium has played the role of a lead on environmentally conscious design of products research and practices, but also in terms of services, manufacturing systems, supply chain, consumption, as well as economics and society.

As indicated by the subtitle of the 7th symposium on design for value innovation towards sustainable society, the event will cover the path towards achieving both drastic environmental consciousness and value innovation for sustainable society. Professionals from industries, research laboratories, consulting firms, government, and academia are welcomed to attend.

More information on

<http://www.ecodenet.com/ed2011/index.htm>

Reduce, Recycle and Replace: Doubling District Heating Now!

The 35th Euroheat & Power's Congress will take place on the 9- 10 May 2011 in Paris.

Organised by Euroheat & Power (<http://www.euroheat.org/>) and FEDENE (Fédération des Services Energie Environnement - <http://www.fedene.fr>).

In May 2011, experts, policy makers and professionals from the District Heating and District Cooling sectors will gather at the 35th biennial Euroheat & Power Congress and exhibition. This congress will be co-hosted by Euroheat & Power and the French

Association Fedene, and is entitled: Reduce, Recycle and Replace: Doubling District Heating Now!

Reaching the EU's 2020 and 2050 energy goals will certainly require the adoption of a systemic approach based on three essential "REs": reducing end-use, recycling energy (that otherwise would be wasted) and replacing fossil fuels.

District heating and District Cooling could play a key role in this process. This congress be a reminder of the benefits and potential offered by District heating and cooling, as modern and sustainable energy means. The delegates will have a unique platform where they can discuss about political demands, business models, customer value, marketing tools and much more. In addition, an exhibition as well as a series of technical tours and social events will provide extra networking opportunities.

The summit will bring together professionals, academics and policymakers from all around the world.

More information on

<http://www.ehpcongress.org>

Conference: World Sustainable Energy Days 2011

2 – 4 March 2011 - Stadthalle Wels, Austria
Organised by: O.O. Energiesparverband

The "World Sustainable Energy Days" is one of the largest annual conferences of this kind in Europe and offers a unique combination of events dealing with sustainable energies' production and use, covering energy efficiency and renewable energy resources related to buildings, industries and transportation. Four conferences - will present the latest technological trends, outstanding examples and European strategies - and the "Energiesparmesse", an important energy trade show, will also offer an ideal opportunity to establish new partnerships. For almost 19 years, experts and decision-makers from all over the world have gathered in Upper Austria to attend the events – in the last 12 years, the conference attracted more than 10,000 participants from 98 countries.

More information on

<http://www.wsed.at/en/world-sustainable-energy-days/>



The “Japan Session” at Compamed forum “High-tech for Medical devices”

The “Japan Session”, which was organized by IVAM and Messe Düsseldorf Japan, took place on the 18 November 2010 at the Compamed forum “High-tech for Medical devices”. During the lectures with were simultaneously translated in both Japanese and German, the Japanese delegation coming from the medical industry and other participants got an excellent overview of the European market for medical devices.

Dr. Peter Scholz from the NRW Ministry of Economic Affairs and Energy opened the session and Dr. Volker Lückner from Law Office Lückner “MD-Law” revealed the legal aspects regarding clinical trials of medical products in Germany. Heinz Jürgens from Jüke Systemtechnik GmbH presented a comprehensive approach to medical techniques.

“The European market is huge but it is fragmented. The small and medium enterprises in Europe used to cooperating together on specific topics”, explained IVAM CEO Dr. Uwe Kleinkes.

IVAM is an international association gathering companies and institutes from the fields of microtechnology, nanotechnology and advanced materials.

Moreover, the IVAM will organize a workshop entitled “The 4th Japanese-German Micro/Nano Business Forum” within the framework of 150 years Germany-Japan friendship at the Exhibition Micromachine/MEMS in Tokyo in July 2011.

More information on
<http://www.ivam.de/>

Fujisawa and Oulu Cities Sign Agreement to Cooperate on Living Labs

On 8 November 2010, the cities of Oulu (FIN) and Fujisawa (JPN) signed an agreement to study possibilities for cooperation on Living Lab and other activities.

During his visit to Oulu in early November, Yasunori Ebine, Mayor of Fujisawa, familiarised himself with a series of units participating in the Living Lab activities. The Mayor was particularly enthusiastic about his visit to the

Pohjankartano School where the traditional school environment had been updated by user-driven means as part of the Inno Aula project of the Future School programme. The new premises and the relaxing atmosphere of the Ritaharju’s multi-purpose company opened in September to encourage open and experimental cooperation between the residents, authorities and businesses of Oulu also caught the attention of the mayoral party. The Mayor and his entourage further acquainted themselves with the Kaakkuri technology health care centre and the communal environment of the ‘Yritystakomo’ company’s incubator focusing on the development of new business and product ideas.

The mayoral party was composed of three representatives and was accompanied by a business delegation of twenty people also coming from Fujisawa.

Members of the delegation, representing several business sectors, gathered with their Oulu counterparts in joint seminars and in a series of one-to-one meetings. During the visit, a number of cooperation agreements were signed between the companies which are expected to bear the fruits of an expansion in Finnish-Japanese trade for the near future. Additionally, after resuming the 3-day visit to Oulu the delegation also spent one day in the region of Helsinki.

Fujisawa is a coastal northern city located 50 km away from Tokyo, comprising 400,000 inhabitants and four universities. The city is also committed to support companies that are interested in conducting user-centric research in Fujisawa.

“The cooperation channels now being forged, together with the Living Lab concept, are an excellent way for Finnish companies to integrate with the Japanese market and for Japanese companies to come to Oulu and gain a market foothold in Europe,” says Juha Alamursula from Business Oulu who was closely involved in ensuring the success of this tour.

Leading companies in the Finnish JPT cluster also took part of the business events.

More information on
http://www.businessoulu.com/index.php?id=503&news_id=1018

Sciences Po Spring School on European Studies for Japanese students

Sciences Po, one of the foremost international academic institutions in Social Sciences and located in Paris, will be reconducting from 14th February to 11 March 2011 a Spring School on European Studies, which was initially launched in 2004 as a tailor-made programme for Japanese partner universities.

The programme is ran by the Centre for Asia and the Pacific under the academic supervision of Dr Jérôme Creel, is aimed at training a group of 40 young Japanese students on European-related issues: economics of the Euro, EU foreign policy and migration as well as identity issues. It includes an intensive teaching programme and a field trip to EU institutions. Japanese partner institutions for this programme include Keio University, Sophia, Waseda, Hitotsubashi, Ritsumeikan, Doshisha and the University of Hokkaido.

More information
<http://www.asiapacific.sciences-po.fr/en/Short-term-programmes>

Japan Visiting Programme

During 2007, a Visiting Programme was established at SciencePo with the support of the Japan’s Foundation to welcome Japanese scholars, essentially aiming to enhance knowledge on Japanese academic excellence in France and around Europe. So far, six eminent scholars have taken part in the programme and have been delivering courses on economics, law, public policy, governance, international relations, and issues related to populism. The call for the academic year 2011/2012 is now open.

More information
<http://www.asiapacific.sciences-po.fr/en/japan-chair>



DATE/LOCATION	DETAILS	CONTACTS
10 February 2011 München, Germany	SYMPOSIUM German - Japanese Energy Symposium 2011 Research & Development and Business Opportunities for Optimal Sustainable Energy Allocation	Technische Universität München (TUM) http://tum-energy.org/index.php?option=com_content&view=article&id=51:news-03-dec-2009&catid=36:news
15 February 2011 Brussels, Belgium	SEMINAR EU-Japan Clusters Policies toward SMEs' Innovation	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/events/seminar-clusters-15022011.html?year=2011
1 - 4 March, 2011 Chiba, Japan	EXHIBITION The 36th International Food and Beverage Exhibition	FOODEX JAPAN 2011 http://www3.jma.or.jp/foodex/en/about/index.html
10 - 14 April, 2011 Lake Windermere, UK	FORUM 6th UK-Japan Cell Cycle Workshop For researchers from the UK and Japan	Gurdon Institute UKJapan@picr.man.ac.uk http://www.gurdon.cam.ac.uk/windermere2011.html
16 May - 10/17 June 2011 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME 4/5-week Training Mission in Japan <H RTP - Japan Industry Insight> Application deadline: 17 February 2011	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-training/human-resources-training-programme.html
27 June - 1 July 2011 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Training Programme in Japan - World Class Manufacturing Application deadline: 24 March 2011	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-training/world-class-manufacturing.html
12 - 16 September 2011 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Construction & Building Technologies Business Missions Application deadline: 22 April 2011	EU Gateway Programme http://www.eu-gateway.eu
17 - 21 October 2011 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Training Programme in Japan - World Class Manufacturing Application deadline: 9 June 2011	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-training/world-class-manufacturing.html
24 - 28 October 2011 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Interior Design Business Missions Application deadline: 3 June 2011	EU Gateway Programme http://www.eu-gateway.eu

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



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