



The Staff of the EU-Japan Centre wishes you a very **HAPPY NEW YEAR 2012**

Kanazawa City - Kenrokuen Park

Welcome to our New General Manager!

Since October 2011, Silviu Jora has taken over the position of General Manager (EU-side) at the Head Office of the EU-Japan Centre for Industrial Cooperation, replacing former General Manager Julien Guerrier.

Mr. Jora is a European Commission official (DG Enterprise and Industry), previously involved in the promotion of EU issues in Japan as Associate Professor at Kobe University, Yokohama National University and Ritsumeikan University (Kyoto). Silviu Jora has also worked for the Romanian Institute of International Relations, the European Institute of Romania and the Romanian Ministry of European Integration.

- *What is your biggest objective at the EU-Japan Centre for Industrial Cooperation?*
"I hope I will achieve further institutional consolidation for the Centre. Next year it will be the Centre's 25th anniversary.

The EU-Japan Centre has extended its activities to further respond to the current need of the industry and therefore we should explore ways for a renewed legal and financial framework to match it. Furthermore, we will gradually increase our business support activities particularly with regard to SMEs. We should also capitalise more on our unique characteristic of being a joint EU-Japan entity.



Thus I believe we can provide a useful "second track" platform for dialogue, cooperation and compromise, which could be particularly relevant in the current context of EU-Japan relations when important issues are prepared for negotiation."



http://documents.eu-japan.eu/jora_interview.pdf

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

NEXT SEMINAR

Ensuring Future Mobility: Europe and Japan Working Together to Address their Sustainable Transport Needs



Kientzheim, France, 17 February 2012

This Seminar will look at the necessary public and private initiatives to ensure that Europe and Japan will develop technological solutions to mobility issues. With ageing populations, ageing infrastructures, environmental concerns, global markets and increasingly mobile societies, efficient mobility is essential. Transport policy alone cannot enhance mobility; innovative technological solutions must be found.

Safe and seamless mobility will require renewed urban infrastructure, enhanced public mobility, ICT services to assist urban mobility, the needs of vulnerable users to be addressed and the development of a new generation of green vehicles.

Both the EU and Japan see innovation as

a solution to common challenges they face and wish to speed up innovative processes to bring ideas to the market much faster.

Due to the vital role that science and technology play in the EU-Japan cooperation in this field, many networks and initiatives such as J-BILAT(1)(to promote the participation of Japanese researchers in EU R&D projects) and EURAXESS(2) (network of European researchers based in Japan) have been created in the last years.

This seminar will bring together policy-makers, representatives of research organisations, clusters and industry to discuss how Europe and Japan can cooperate on developing mobility-related research activities.

For those who are interested, please contact seminar@eu-japan.eu with the mention: "Seminar: Ensuring Future Mobility (17/02/2012)"

(1)<http://www.j-bilat.eu/?l=en>

(2)http://ec.europa.eu/euraxess/links/japan/index_en.htm



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

SEMINAR

Energy Policy in Japan: Post-Fukushima - Brussels, Belgium.

On Monday 28 November 2011, the EU-Japan Centre for Industrial Cooperation organised a session on "Energy Policy in Japan: Post-Fukushima" in the framework of the 14th Japan-EU Conference.

Mr. Shinji Fujino, Head of Country Studies Division, International Energy Agency(IEA), presented the current progress of reconsidering the energy policy in Japan after the disastrous earthquake and tsunami,



and described its implications for Japan based on his personal view and IEA's view. The session was concluded by sharing his views on what we could learn from Japan after Fukushima and from Europe for the future and what would be the common challenge for Europe and Japan.

The Japan-EU Conference is organised by the Catholic University of Leuven and several other universities and institutions.

This year's main title was "Facing New Avenues of Japan-EU Cooperation in a Changing Context: Economic Integration, Disaster Prevention and Relief Cooperation". The audience was made up of representatives from academia, authorities and industry from both the EU and Japan, and students of Japanese studies.



http://www.wix.com/japaneuconference/14th_edition



J-Bilat seminars

On 21 November in Tokyo and on 23 November at the Osaka University Nakanoshima Center, Osaka, the British Embassy and J-BILAT co-organised a Best Practice Sharing Workshop with the theme "EU-Japan Cooperation in Health, Biotechnology Research and Development". During the workshop, detailed presentations of the relevant programmes of FP7 (Cooperation, Ideas, People) were given by European as well as Japanese speakers. Exchange of information and a panel discussion followed, with the speakers who have been involved in projects with European partners, highlighting the potential and outlook of the EU-Japan cooperation in the field.



<http://www.j-bilat.eu/index.php?content=seminar-en>

NEXT SEMINARS

In early 2012, the EU-Japan Centre will co-organise the following seminars:

- 06 Feb 2012: Seminar on business opportunities in Japan (only open to companies located in Flanders)
- 17 Feb 2012: Seminar on sustainable transport in the EU and Japan (see article above)
- 08 Mar 2012: Seminar on developing geothermal energy in the EU and Japan.

These events are still under preparation, more information will be included in our website.

If you would like to be sent details of any/all of these events once they are available please e-mail seminar@eu-japan.eu stating which event(s) you are interested in.



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



NEW! BizTips

As you may be aware, doing business in Japan often results in cross-cultural misunderstandings.

BizTips is a new initiative launched by the EU-Japan Centre aimed at giving some insights into the Japanese business culture on a regular basis

The *BizTips* corner is designed to help you to adjust and meet the demands and expectations of your Japanese partners and will help you succeed with Japanese customers, which often have different needs and tastes than their Western counterparts.

Also, should you have tips you wish to share with our audience, feel free to send them in, we would be most happy to publish them online:

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

EXCHANGING BUSINESS CARDS

Business cards ("meishi") have a special meaning, and to receive a business card without due care and attention can be seen as a personal rudeness. The correct way to present meishi is held at the top corners with the lettering facing the person receiving the card. The receiver should then take the card by both lower corners, read it carefully and place it somewhere safe. When exchanging meishi the individual of lower status will pass his/her card first, and the individual of higher status will pass his/her card second. Meishi are usually given after bowing.

Source: <http://www.articlesbase.com/international-business-articles/doing-business-in-japan-1266664.html>

More *BizTips* on:



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

CALL FOR APPLICATIONS Next Managerial Training Programme in Japan

4/5-week Human Resources Training Programme – Japan Industry Insight

You are a European manager, you work in an EU company.

So you can participate in the "HRTP-Japan Industry Insight" (HRTP) programme, funded by the European Commission, in May 2012.

The programme provides:

- An orientation session
- Japanese language and culture courses
- Lectures
- A joint seminar with Japanese business people
- Field trips (Sogo Shosha and regional trip)
- Individual company visits

Training dates: 14/05/2012 - 8/06/2012 or 15/06/2012 (5th week is optional)

Application deadline: 16/02/2012



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

FORMER PARTICIPANT'S STORY



Established in 1992, Traficon N.V. (<http://www.traficon.com>) works in order to offer great help for intelligent traffic management.

The mission of the company is to provide systems to accurately monitor traffic flow to help keep roads, highways or tunnels safe, as well as video image processing solutions for traffic analysis.

Based in Belgium but with several subsidiaries in different countries like France, Germany, UK, Spain, the United States and China, Traficon N.V. clearly shows the international orientation of its business.

Since 2005, the company has an agent based in Kobe who is working for Sohatsu Systems Laboratory Inc., a Japanese company mainly active in tunnels in Japan.

The reason why Traficon N.V. is so interested in the Japanese market is because Japan itself has as many tunnels as the total EU, which means it is a great potential market.

Developing partnerships between Japanese companies, which are always on the look for advanced high-quality products, and Traficon N.V., who offers high-tech traffic systems, could be the right way to match the respective business interests.

To take advantage of being the "first-mover", as traffic detection systems have not been installed in Japan yet since big Japanese competitors like Oki and Toshiba are not trying to develop such products, Traficon has invested money and time to modify the marketing mix of their products in order to fulfill the expectations of the Japanese market.

The HRTP course that Mr. Nico Verstraete, the International Sales Manager of Traficon N.V., attended in 2010, offered him a great opportunity to get general information on Japan and on its ways of doing business.

The new knowledge he acquired, enabled Traficon to overcome lots of difficulties which the Japanese market presents. First of all, it takes a long time to find the right contacts, but thanks to the fact that Mr. Verstraete stayed in Japan for many weeks, he was able to find key contacts and gain a network from them.

Secondly, Japan has different standards and culture, so learning more about the Japanese lifestyle, the Japanese business attitude and also some basic Japanese language helped Traficon to increase the communication with partners, agents and clients.

Finally, not long after the EU-Japan Centre training programme, they succeeded to install trial systems and to get potential customers to know their solutions and understand their benefits, which means that if the Japanese clients are satisfied with the quality of Traficon's products, they are willing to establish solid business relationships with Traficon N.V. and sign more projects in the near future.

EU-Japan Business Round Table News



From left to right: Mr. LE GALL, Mr. YONEKURA and Prime Minister NODA

Tokyo, Japan, 28 November 2011
EU-Japan Business Round Table meeting with Prime Minister Noda, Messrs. Le Gall (Chairman & CEO of Arianespace) and Yonekura (Chairman of Sumitomo Chemical Co., Ltd.)

EU-Japan Business Round Table co-Chairmen Jean-Yves Le Gall and Hiro-masa Yonekura met with Prime Minister Noda to call for strong leadership and commitment in EU-Japan trade talks.

During their meeting with Prime Minister Noda, Messrs. Le Gall and Yonekura addressed the work of the EU-Japan Business Round Table (BRT) and a Free Trade Agreement (FTA) / Economic Partnership Agreement (EPA) between the EU and Japan.

Messrs. Le Gall and Yonekura stressed the importance and the growth potential of EU-Japan trade and economic relations, considering the size of both markets. They urged Prime Minister Noda to provide leadership to ensure

a successful outcome of the ongoing discussions between the authorities on the scoping.

After the meeting, Mr. Le Gall said: "We are encouraged by the fact that Prime Minister Noda received us today, at a critical moment in the development of an ambitious EU-Japan trade and economic partnership. We would very much appreciate his continued support to overcome obstacles, in particular non-tariff barriers."

Mr. Yonekura said: "Under the strong leadership of Prime Minister Noda, we expect that both authorities will come to agree on the start of negotiations on a FTA/EPA very soon. We in the business community will step up our efforts to support the authorities' ongoing discussions, such as EU-Japan privatesector dialogues on the issue of non-tariff barriers."

The next EU-Japan BRT annual meeting will be held on 3 and 4 April 2012, in Tokyo.

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

A Personal View on the Future of EU-Japan Trade Relations

On Tuesday 18 October, Professor Moreira (Chairman of the European Parliament's International Trade Committee) presented his personal view on how EU-Japan trade relations should develop.

Having explained his thoughts including acknowledging and welcoming changes to Japan's position, he said that despite the changes, progress has not yet been sufficient to ensure a successful outcome to the current 'scoping exercise' and possible future FTA negotiations.

A positive outcome to the scoping exercise is very much desired, but should not be

seen as being certain.

He then responded to questions and statements from the invited audience which was made up of representatives of the EU and Japanese authorities, industry and the press. The event was co-organised by The Centre and by the EU-Japan Centre for Industrial Cooperation, and was moderated by Martin Porter (Managing Director of Edelman / The Centre)

 <http://www.eu-japan.eu/global/events/moreira-view-eujapan-trade-relations.html?year=2011>

REMINDER

PROCUREMENT NOTICES of Local Government Located in the Area Struck by the Great East Japan Earthquake

The new information service is now available on the Centre's website which provides the procurement notices of local government in Iwate, Miyagi and Fukushima Prefecture which were struck by the Great East Japan Earthquake on the 11th March, 2011. Users can search by category. It is updated each weekday.

 http://www.eu-japan.eu/global/public_procurement.html

VULCANUS IN JAPAN Former Participants's News

East, West, Home's best – Success Story of a Former "Vulcanus in Japan" Student

Peter Arvai, CEO and founder of Prezi, a zooming presentation tool that has grown to have 6 million users in 2.5 years. Peter has lived in six countries, founded two companies and lives currently in San Francisco and Budapest where Prezi has operations.

During an interview with the EU-Japan Centre, we asked Peter how his time with the Vulcanus Programme in 2002 changed his approach to building a business.

"The Vulcanus Programme helped me to develop a global perspective. In all my business endeavours I have been keenly aware that Sweden, my home country, is really successful thanks to its international outlook, and it is this international outlook that I was offered by having time to dive deep into the Japanese culture.

From the outset I have been concerned with making Prezi a globally successful company. Although we started from Budapest, then entered the US market, today Prezi is already being used in Korea and to some extent in Japan. The two countries have published their first books on how to make beautiful Prezis. I hope that we can start an active presence in East Asia soon too.

Thanks to Vulcanus, I know that with the right energy Prezi's home is anywhere we'd like it to be."

<http://blog.prezi.com/2011/10/18/prezi-named-rising-star-in-the-deloitte-technology-fast-50/>

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



copyright (Photo by S. Kuyama (C) EU, 2011)

EU High Representative Ashton attends Tokyo Delegation Inauguration

Catherine Ashton, the European Union's High Representative for Foreign Affairs and Security Policy and Vice President of the European Commission, marked the inauguration of the EU's new Delegation to Japan at a ceremony in the new Delegation building on 2 November.

It is the first EU Delegation building in the world to be built from scratch, the land having been purchased from the Japanese government in 2006. The new premises comprise a residential wing for EU officials in addition to the offices. HR Ashton hailed the project as a symbol of the importance Europe places on the strategic partnership between the EU and Japan, and expressed her desire to see the Tokyo Delegation at the forefront of efforts to take bilateral relations to a higher level.

The ceremony, attended by some 250 guests, included a traditional sake barrel opening, where dignitaries including HR Ashton, former Japanese Prime Minister Yasuo Fukuda and EU Ambassador to Japan Hans-Dietmar Schweisgut donned happi coats before breaking open a barrel of sake with wooden mallets.

Source:

Delegation of the European Union in Japan



<http://www.deljpn.ec.europa.eu>

The Japanese Business Council Europe (JBCE) Discussed Future Cooperation with the JRC

A delegation of the JBCE came to visit the European Commission's Joint Research Centre (JRC) on 17 November, as follow-up of the JBCE event on R&D, held on 5 October in Brussels. After a presentation of both sides, issues for cooperation were discussed, including standardisation, environmental measurements, e-mobility and nanotechnologies. A visit of JBCE to the JRC Institute for Reference Materials and Measurements (Geel, Belgium) was planned.

Source: European Commission



<http://www.jrc.ec.europa.eu/>

Intellectual Property Dialogue EU-Japan

The yearly IP Dialogue between Japan and the European Commission took place in Brussels on 7 October 2011. It was co-chaired by Mr. Rupert Schlegelmilch (Director, Director-General for Trade, European Commission) and Mr. Masahiko Saito (Deputy Director-General, Economic Bureau, Ministry of Foreign Affairs, Japan). The IP Dialogue is an annual meeting held in the framework of the EU-Japan Action Plan on IPR protection and enforcement (EU-Japan Summit 2007), under which the EU and Japan agreed to expand their collaborative efforts to protect and enforce IPR worldwide, both in the bilateral and multilateral frameworks, with a view to protect the interests and rights of consumers and businesses and to foster innovation.

The IP Dialogue is a place of exchange of views and information on all relevant aspects of intellectual property policy, in particular protection and enforcement of intellectual property rights.

The IP Dialogue includes for instance developments in respective IP legislations, information on activities related to addressing infringements of IP rights or related to SMEs, cooperation on customs.

The next IP Dialogue will take place in the first semester of 2012 in Japan.

Source: European Commission - DG TRADE E2 - Intellectual Property

World-class Business Support



The European Commission is further strengthening the Enterprise Europe Network with new contact points in Asia and Africa. The growing reach of the Network was evident at its annual conference, which welcomed more than 900 participants from 50 countries. The event featured awards to companies which have successfully used the Network to find opportunities abroad or to develop their business and research activities.

The conference (1), held from 26 to 28 September in Warsaw, Poland, also presented an opportunity to reflect on the progress made since the Network was launched in 2008 as a key part of the EU's Competitiveness and Innovation Framework Programme (2).

(1) <http://www.conference2011.een.org.pl/>

(2) <http://ec.europa.eu/cip/>



http://ec.europa.eu/enterprise/magazine/articles/smes-entrepreneurship/article_11020_en.htm

Visit from the Ambassador of the Mission of Japan to the EU

The EC Joint Research Centre's Director General received a courtesy visit from the Ambassador of the Mission of Japan to the EU

On 15 November, Mr. Jun Yamada, Ambassador and Deputy Chief of the Mission of Japan to the EU, paid a courtesy visit to the EC Joint Research Centre's Director General Dominique Ristori. Mr. Yamada took up his function in Brussels in July 2011 and had previously been Consul-General in Vladivostok, Russia.

Mr. Ristori conveyed the JRC's solidarity after the triple disaster.

He mentioned major areas of ongoing cooperation with Japan, namely nuclear, transport, energy, and disaster preparedness, and explained the support

the JRC provides in the aftermath of the disaster.

Both exchanged opinions about the "stress tests" for NPPs (Nuclear Power Plants), with the first European interim report to be presented to the European Council on 9 December, and the national reports by 31 December 2011. Mr. Yamada indicated that their results will be available in spring 2012, allowing for comparison and lessons for the future. Both were concerned by possible disruptions in the grid due to closed NPPs. Mr. Ristori concluded by inviting Mr. Yamada to visit the JRC institutes.

Source: European Commission



http://ec.europa.eu/dgs/jrc/index.cfm?id=2820&obj_id=694&dt_code=HLN&lang=en

€ 2.5 billions to boost business competitiveness and SMEs 2014 - 2020



Promote access to finance and encouraging an entrepreneurial culture, including the creation of new enterprises are the core issues of the new European Commission financial support programme.

With a budget of € 2.5 billions over the period 2014-2020, the Programme for the Competitiveness of Enterprises and SMEs, COSME is a funding instrument, which is largely continuing the activities under the current Competitiveness and Innovation Programme (CIP). The Programme for the Competitiveness of Enterprises and SMEs, COSME will focus on **financial instruments and support to the internationalisation of enterprises** and it will be simplified – to make it easier for small businesses to benefit from it.

The Programme has the following general objectives:

- Improve access to finance for SMEs in the

form of equity and debt: First, an equity facility for growth-phase investment will provide SMEs with commercially-oriented reimbursable equity financing primarily in the form of venture capital through financial intermediaries. Second, a loan facility will provide SMEs with direct or other risk-sharing arrangements with financial intermediaries to cover loans.

- Improve access to markets inside the Union and globally: Growth-oriented business support services will be provided via the Enterprise Europe Network to facilitate business expansion in the Single Market.

This programme will also provide SME business support outside the EU.

There will also be support for **international industrial cooperation**, particularly to reduce differences in regulatory and business environments between the EU and its main trading partners.

- Promote entrepreneurship: activities will include developing entrepreneurial skills and attitudes, especially among new entrepreneurs, young people and women.



<http://europa.eu/rapid/pressRelease-sAction.do?reference=IP/11/1476&format=HTML&aged=0&language=EN&guiLanguage=en>

Publication: EU Industrial Structure 2011 - Trends and Performance

The production of EU industrial structure is a response to the increasing interest in analysing the competitiveness of the EU economy from a sectoral perspective.

This approach provides insight into the relative performance of each industry, and contributes to explaining the competitiveness of the EU economy at large.

This publication follows the path laid by EU sectoral competitiveness indicators and shares with it the objective to elaborate and present information on sectoral competitiveness and performance.



http://ec.europa.eu/enterprise/newsroom/cf/_getdocument.cfm?doc_id=7066

European Competition Forum 2012

Brussels, Belgium, 2 February 2012

The first European Competition Forum will welcome ministers, parliamentarians, competition policy experts and the media to debate priorities for competition policy and enforcement in the coming years, identify the challenges ahead and exchange ideas.

Three panel sessions on Competition Policy and Competitiveness, State aid control at cross-roads, and the European Competition Model will cover all competition policies – antitrust, mergers and State aid.

Confirmed speakers include:

- Joaquin Almunia, Vice President of the European Commission and Member responsible for Competition
- Sharon Bowles, MEP and Chair of European Parliament ECON Committee
- Marc van der Woude, Judge at the General Court
- John Fingleton, CEO of Office of Fair Trading, Chair of the International Competition Network

Registration is now open on:

<https://ecf2012.regware.be/>



http://ec.europa.eu/competition/information/european_competition_forum_2012/index.html



Executive Training Programme

The Executive Training Programme (ETP) supports European companies in developing business in Japan and Korea.

Since 1979, the ETP has been helping European companies to succeed in the Japanese and Korean markets by providing intensive language and business training for their upcoming executives. To date, over 1000 European managers have successfully graduated from ETP, having been sent by over 800 companies from more than 20 different sectors, ranging from banking to information technologies. On average, sponsor companies' related turnover has increased twofold within ten years of their upcoming executives completing ETP, and more than 65% of ETP alumni have proceeded to become top executives within their companies.

ETP is open for companies with turnover above 1 million € and more than 5 people considering entering or expanding their business activities in the Japanese or Korean markets. Applications are accepted until 31 May 2012 for the next cycle from November 2012 to November 2013, but please take into account that the number of places is limited.



<http://www.euetp.eu>

Common European Sales Law to Boost Trade and Expand Consumer Choice

The optional Common European Sales Law will help break down the trade barriers and give consumers more choice and a high level of protection. It will offer a single set of rules for cross-border contracts in all 27 EU countries.

Despite the success of the EU's Single Market, barriers to cross-border trade remain. Many of these result from divergent sales laws between the 27 Member States. They make selling abroad complicated and costly, especially for small firms. Traders who are dissuaded from cross-border transactions due to contract law obstacles forgo at least €26 billion in intra-EU trade every year. Meanwhile, 500 million consumers in Europe lose out on greater choice and lower prices because fewer firms make cross-border offers, particularly in smaller national markets.



http://ec.europa.eu/justice/newsroom/news/20111011_en.htm

Japan-EU Foreign Ministers' Meeting



On 2 November, Foreign Minister Mr. Koichiro Gamba hosted a meeting and working dinner at the Iikura House for Baroness Catherine Ashton, High Representative of the European Union for Foreign Affairs and Security Policy and Vice President of the European Commission.

At the outset, Minister Gamba expressed his gratitude for the sympathy and support from the EU since the March disaster and hoped Baroness Ashton, through her visit to Miyagi prefecture, would share correct information on the improving situation towards fully-fledged recovery upon her return home. Additionally, Minister Gamba requested Baroness Ashton to make rational assessments regarding the EU's food import restrictions for Japanese products and EU citizens' visits to Japan by directly observing the situation of the affected areas.

Minister Gamba explained that Japan maintains its policy of strategically seeking high-level economic partnership agreements (EPA), and that Japan was making steady efforts to address issues of concern to the EU. Minister Gamba also asked Baroness Ashton to further demonstrate leadership to start negotiations for the Japan-EU EPA and Political Agreement as soon as possible. Baroness Ashton replied that the ongoing process before the negotiations is extremely important in order to pave the way for the commencement of the negotiations in a positive manner, and asked for closer communication between Japan and the EU including the two ministers in order for the success of the two agreements.

In addition, they agreed to further strengthen cooperation as global partners on global issues such as the European Financial Crisis, the Middle East peace process, the Arab Spring and North Korea including abduction. To that end, they also agreed to further activate official meetings to discuss these issues.

Source: The Mission of Japan to the European Union



http://www.eu.emb-japan.go.jp/Japan_EU_ForeignMinister_Meeting.html

Japan-EU Summit Meeting at the Cannes G20

On 3 November, Japan's Prime Minister Yoshihiko Noda had a summit meeting with H.E. Mr. Herman Van Rompuy, President of the European Council, and H.E. Mr. José Manuel Barroso, President of the European Commission, on the margins of the G20 Cannes Summit. Prime Minister Noda stated that he would like to further strengthen the Japan-EU relationship through this summit meeting, following the Japan-EU Foreign Ministers' Meeting held on 2 November in Tokyo.



They discussed the economic situation in Europe, Prime Minister Noda pointed out the significance of the steady implementation of the EU comprehensive agreements reached recently at the Euro Summit. While referring to Japan's purchase of EFSF Bonds, he stressed the importance of Japan-EU EPA in realising further bilateral collaboration.

Prime Minister Noda expressed his strong commitment to work on non-tariff measures as well as regulatory and institutional reform. He asked for the EU's cooperation in successfully concluding the scoping exercise and starting negotiations as soon as possible. In response, President Barroso stated that the EU was committed to accelerating the scoping exercise and that he was satisfied with the progress so far and is willing to continue his efforts.

On the point of Japan-EU political agreement, President Barroso said that he would like to seek a substantive and comprehensive agreement, covering every area.

Source: Ministry of Foreign Affairs of Japan



<http://www.mofa.go.jp/region/eu-rope/eu/meeting1111.html>

Mission of Japan to the EU now on Facebook

The Mission of Japan to the EU has launched a new Facebook page. The page provides the latest news and developments on Japan-EU relations and activities of the Japanese Ministry of Foreign Affairs.



Viewers will also be able to access videos on Japanese culture and links to conferences and events organised by the Mission. The Mission hopes the page will become a go-to source for those interested in Japan-EU relations and people will "like" our page.

Source: The Mission of Japan to the European Union



<http://www.facebook.com/Japan-MissionEU>

Promotion of Industry-Academic-Government Cooperation



Promotion of industry-academic-government cooperation is essential for bringing the fruits of university research to society and for the revitalisation of university education and research. MEXT is working to strengthen industry-academic-government cooperation and nominate coordinators in order to create an environment in which universities can independently participate in such cooperation. It also actively provides assistance for joint research by universities and businesses and for practical application of

research results and specialist support regarding technology transfer and intellectual property.

Regional Innovation Strategy Support Programme 2011

- From Science and Technology Policy to Science, Technology and Innovation Policy
- MEXT's Efforts for the Creation of Regional Innovations
- Regional Innovation Strategy Promoting Regions
- Details of the Regional Innovation Strategy Support Programme
- Towards the Sustainable Development of Regional Clusters
- Examples of Efforts for the Creation of Regional Innovations
- Aims of Projects for Developing Innovation Systems



http://www.mext.go.jp/english/science_technology/1313333.htm

JETRO in Spain

JETRO will coordinate the flag of Japan in the next edition of the Mobile World Congress taking place in Barcelona from 27 February until 1 March, 2012.

(<http://www.mobileworldcongress.com/>) It will be located in the App Planet (Hall 7) along with a delegation of small and medium-sized technology companies from Japan, and led by the Industry Association of Mobile (Mobile Content Forum) in order to expand the search for business opportunities and support them in their internationalisation process.

Last year JETRO participated for the first time in the Mobile Content Forum, promoting encounters between Japanese companies and other organisations around the world.

<http://www.jetro.go.jp/spain/topics/20111011833-topics>

Invitation to the JETRO Booth @ BATTERY JAPAN 2012

BATTERY JAPAN is the exhibition where rechargeable batteries, capacitors and all kinds of technologies, materials/components, equipment for R&D and manufacturing rechargeable batteries and capacitors gather. A first-class technical conference is held simultaneously. BATTERY JAPAN (<http://www.batteryjapan.jp/en/Home/>) gathers major companies as exhibitors and attracts key visitors like rechargeable battery manufacturers, battery users, next generation automobile manufacturers, electronics manufacturers and industrial professionals of renewable energy. Set up a booth and grab this great opportunity.

JETRO is inviting companies to apply for the JETRO Booth @BATTERY JAPAN 2012, the Third International Rechargeable Battery Expo. Four selected companies interested in investing in Japan will have an opportunity to discover battery innovations

<http://www.jetro.go.jp/uk/topics/2011116151-topics>

The Japan International Aerospace Exhibition 2012 (JA2012)



Nagoya, Japan, 9-14 October 2012

The JA2012 will be held in Nagoya, Asia's largest aerospace industrial manufacturing region. Bringing together international and domestic companies in Japan and overseas, this event aims to help promote trade, information exchange and the development of the aerospace-related industries, while raising the general public's understand-

ing of the improvements aerospace engineering brings to daily life.

It's an exhibition of highly specialised technologies held in Japan once every four years, where the world's major manufactures of aircrafts, components, rockets, satellites and other products come together to trade.



<http://www.japan aerospace.jp/english/b-1-1.html>

SURVEY: Business Conditions of Japanese Manufacturers in Europe

On 14 October, the Japan External Trade Organization (JETRO) released the results of its latest surveys on Japanese manufacturers in Europe and Turkey (hereafter "Europe"), and North America. Both surveys were conducted between July and August 2011, and 847 valid replies were received from firms in the US (a 77.6% response rate). 163 replies were received for the

Canada survey (a 72.1% response rate), while 373 replies were received from Europe and Turkey (a 68.2% response rate).

These surveys have been conducted annually since 1981 for the US, marking its 30th survey, 1989 for Canada, marking its 22nd, and 1983 for Europe, marking its 27th.



<http://www.jetro.go.jp/en/news/releases/20111024858-news>

Cluster Partnership between France Rhône-Alpes Region and Japan

As part of its mission to support the Clusters & Regional Clusters Internationalisation, ERAI Japan, which has forged close ties with the Shinshu Smart Device Cluster *, signed on 13 October, alongside the Thésame network (** mechatronics and innovation), a "memorandum of understanding" with the Nagano Techno Foundation and the Suwa Monozukuri Association.

This agreement is a continuation of a collaboration initiated in 2009 between the consortium and Thésame DTF (Desk Top Factory) of Suwa (Nagano Prefecture).

The partnership agreement should bridge together Rhône-Alpes and Japanese skills and know-how for the implementation of different actions:

- Mutual welcoming of the teams, researchers and companies of mechatronics;
- Cooperation on applied research projects;
- Exchange of information technology;
- Involvement in conferences and seminars in Rhône-Alpes and Japan.

* The Shinshu Smart Device Cluster, cluster research, was established in April 2001. It brings together the Shinshu University, academic institutions and companies mainly based in Nagano Prefecture. Nagano Prefecture is known for its expertise in high precision machining.

Main R & D themes of this cluster:

- Devices using nanocarbon,
- Devices using organic and inorganic nanomaterials,
- Devices using interfacial nanotechnology,
- Research and development to create prototype devices.

** Mechatronics: this technology combines mechanics, electronics and computers, allowing the creation of high valueadded products (e.g. an ABS assisted braking car is a technology mechatronics).



<http://www.eraj.org/front/index.php?mduseid=NTc%3D&dsgtypid=66&page=post&ptid=MTY%3D>

The Innovations in Japan Transfer of Innovations and SMEs

Sofia, Bulgaria, 16 November 2011



The Forum presented the innovation policy in Japan and Bulgaria and discussed the possibilities for cooperation in the area of innovation transfer. The major objective of the Forum was to find ways of strengthening and promoting bilateral small and medium businesses, and to increase the transfer of innovations between the two countries, especially between small and medium enterprises with the participation of universities.

The Japanese innovation policy was presented by Professor Emeritus Masanori Namba from the Ritsumeikan Asia Pacific University. Mr. Fuminori Sasaki, General Secretary of The Japan-Bulgaria Economic Committee, made a speech about the business situation and steps for accelerated development. The discussion was focused on the next steps of the future Innovation Transfer Center for SME's.

Participants in the discussion were Mr. Fumiaki Ishizuka, Representative of the JICA France office; Prof. Fusato Taniguchi, Director of the Tokai University European Center; and Mr. Noriyuki Kuroda, Deputy Head of JETRO Vienna.



<http://www.jicabg.org/sabitalia/blgaro-yaponska-biznes-sedmitsa-2011>

French Food Cluster / F2C Innovation

A large delegation specialised in food processing (French Food Cluster / F2C Innovation) traveled to Japan on 17 - 21 October to visit Japanese clusters in the Kyushu and Hokkaido regions, and to establish contacts with companies located in Tokyo during a seminar organised by UBIFRANCE - the French Trade Commission in Japan.



This delegation consisted of 12 members from four major areas of agro-technology (Vitagora for Bourgogne, Agrimip Innovation for Midi-Pyrenees, Valorial for Bretagne, and Aquimer for the Nord-Pas-de-Calais) and a half dozen member companies.

This programme has confirmed the interest of Japanese professionals for partnerships with French clusters in the agricultural development and functional foods industry.

Several Japanese partners traveled to France at the end of November to further advance this venture and to develop B2B projects.



<http://www.ubifrance.fr>

FWBC Finland Oy Signed a Contract with the STARTS Group for Full-scale Entry into Japan's Care Market



From left to right: Mr. Hikichi, Mr. Sekido, Mr. Korpinen, Mr. Pajarinen and Mr. Kimura of Trade Center

The first Finnish Wellbeing Center Project started in the City of Sendai in 2002 with the idea of providing an entire Finnish concept for the care of older persons for use in Japan based on the Finnish Wellbeing Center Concept (FWBC). It was the largest project to be implemented abroad utilizing the Finnish care and service model, well-being technology and architecture.

A joint consortium of Finnish companies and governmental organisations - Finpro, TEKES (The National Technology Agency) and STAKES (the National Research and Development Centre for Welfare and Health) - agreed with Japanese representatives to cooperate for implementing the FWBC project.

FWBC Finland Oy was founded by 12 companies involved in the Sendai project. Today, FWBC has already implemented 3 large projects in Japan - at Sendai City, Agano City and Saijo City (where a second facility is now being built) - with local partners in each area. FWBC has trained all the care staff of the new facilities according to the Finnish elderly care concept.

Aiming to do care business together in Japan, a partnership contract has been signed between FWBC Finland Oy and

the STARTS Group, coordinated by the Finland Trade Center and the Embassy of Finland (Finpro Japan).

The partnership contract was made up by 3 companies, STARTS CAM (the core company of the STARTS Group), STARTS Care Service, and FWBC Finland Oy. At the 27 September press conference, Mr. Hirotaka Sekido (President of STARTS CAM), Mr. Yutaka Hikichi (Managing Director of STARTS Care Service) and Mr. Juha Korpinen (Chairman of FWBC Finland) explained the business plans for future cooperation, with a greeting speech by Mr. Jukka Pajarinen, First Secretary of the Embassy of Finland.

The agreement consists of the following parts:

- Healthcare, welfare consultation, and training of the STARTS care staff in the Finnish way of caretaking.
- Presenting Finnish and EU companies' products and services to the STARTS Group companies to use in their new projects.
- Functional facility design services and consultation for their new care facility projects.

STARTS has already run 11 care facilities in Japan with Finnish care products and know-how introduced by FWBC Finland and will establish 15-20 new care facilities annually during the next 5 years. This opens up a major possibility for Finnish and EU companies to sell all kinds of products and services related to these projects.

This is the first case in Japan of a foreign company to do full-scale entering into its care market with cooperation and partnership of a major Japanese player.



<http://www.fwbc.fi>

NEXT/NJF Nagano Conference: Green Technology in Japan and Nordic Countries



The joint conference between the Finnish New Exploratory Technologies Conference (NEXT) and the Japanese Nagano Jisso Forum (NJF) was held on 26-27 October in Japan.

The first day concentrated on green technology in electronics, packaging technology, as well as energy saving. One of the topics was Finnish culture and habits, and the most touching speech was by Ms. Motoko Ishii, a famous lighting designer whose achievements also include lighting design for the Tokyo Tower.

The second day saw a keynote speech by Professor Michael Norton, a member of the Shinshu University. In his speech he spoke of the Japanese green technology and its goals.

The second keynote speech was held by Professor Aulis Tuominen from the University of Turku, who concentrated on Nordic energy issues.

The cold fact is that the use of fossil fuel in the world is still 80 % of the total energy consumption. Thus there is an immediate need for massive research projects in the renewable energy sector. The last of the speeches concentrated mainly on energy saving such as the efficiency of LED technology and smart grids.

Despite many difficulties, the conference was a big success.



<http://next.utu.fi/2011/index.php>

Paris EUROPLACE International Financial Forum 2011

The Next Challenges of the Financial Sector: Combining New Regulations & Economic Growth

Bringing together, each year, over 800 delegates from Tokyo's banking and financial community, as well as key executives from the Paris financial market, Paris EUROPLACE held its 15th annual Financial Forum in Tokyo on 28 November 2011, presenting a general macro-economic outlook of the current economic situation in Europe as well as how to overcome the financial crisis.

Christian NOYER, Governor of Banque de France, said in his inaugural speech that "we are facing a financial crisis, not a monetary one. Along with policy responses, it is essential to stabilise the European Bond Markets and to recognize that the necessary degree of fiscal adjustment is heavily dependent on the level of market confidence". He also highlighted that the ECB's interventions were totally justified by its primary mandate faced with a clear risk of completely disrupted financial markets, and shall remain well-targeted and organised at a regular pace to maintain price stability over the medium term in the whole of the Euro area.



<http://www.paris-europlace.net/>

The Japan Day in Dusseldorf

Dusseldorf, Germany, 15 October 2011

The Japan Day Düsseldorf/NRW saw more than 700,000 visitors flock to Düsseldorf to experience an authentic Far Eastern atmosphere.

This year, the German/Japanese festival of culture and encounters was held in the context of not one, but two anniversaries: the Japan Day, which was celebrated for the tenth year in North Rhine-Westphalia's capital city, was also the highlight of the Germany-wide Japan Year organised in honour of "150 years of diplomatic relations between Germany and Japan".



Many Japanese cultural activities animated the event: traditional sports, "Kamishibai" paper theatre for children, a pop culture zone and musical concerts. The tenth Japan Day culminated in a grand Japanese fireworks display, with as a highlight the now traditional "Roman candle".

Counting almost 8,100 people, Düsseldorf has the third largest Japanese community in Europe, after London and Paris. 500 Japanese companies have settled in the Düsseldorf region, 300 of which are to be found in the state capital itself.

<http://www.japantag-duesseldorf-nrw.de>

Japan Style at Ambiente 2012

Frankfurt, Germany, 10-14 February 2012

"Japan Style" is a project that aims to approach the Japanese manufacturing skills and design globally at Ambiente, the world's largest international consumer goods fair. Ambiente, organised by Messe Frankfurt Exhibition GmbH is going to be held from 10-14 February 2012 in Frankfurt, Germany.

In 2012 "Japan Style" will be presented at two premium areas. The first one is 'Kitchen Trends' (Hall 1.1) at the 'Dining Zone', where the latest kitchenware, tableware and dining-

related products that gain special attention from buyers, will be gathered.

The second area is 'Loft' (Hall 11.0) at the 'Living Zone', where numerous highly modern design items are showcased every year. "Japan Style" is an effective business platform that introduces Japanese products of excellent quality to the world.

<http://www.ambiente.messefrankfurt.com>

German-Japanese Symposium for Waste Water Treatment

Aachen, Germany, 7 October 2011

The scope of the symposium was to celebrate the 30th anniversary of the cooperation between the Japan Sewage Works Agency (JS) and the Institute for Environmental Engineering of RWTH Aachen University, Germany (ISA), and to discuss emerging technologies in the field of wastewater treatment and their chances within emerging markets.



The cooperation enables the exchange of research engineers of both sides. During this time the engineer is not only able to learn about the actual status of sewage and sludge treatment, and different kinds of water management methods, but also to improve the understanding of a different culture and an alternate way of everyday life.

The topics discussed included:

- New environmental standards and the fate of micropollutants;
- The need to improve the energy efficiency of wastewater treatment;
- The need to improve the recovery of nutrients and the production of biogas.

Special attention was given to the consequences of the tsunami to wastewater treatment facilities in Japan.

<http://www.isa.rwth-aachen.de/index.php>
<http://www.jswa.go.jp/english/index.html>

Eisbeinessen 2011



Left to right:
 Mr. Christian Koopmann (Chairman of the Hamburg Shipbrokers Association),
 Mr. Frank Horch (Senator for Economics, Traffic and Innovation),
 Mr. Setsuo Kosaka (Consul Generale in Hamburg) and Ms. Aiko Fukue

The traditional Eisbeinessen has been organised every year since 1948 on the first Friday in November by the Hamburg Shipbrokers' Association (Vereinigung Hamburger Schiffsmakler und Schiffsagentene.V.), and has become an international meeting platform for shipbrokers, shipping agents, ship owners, bankers, forwarding agents, terminal operators, and all who are directly or indirectly associated with shipping.

The gathering is attended by more than 5.000 people from some 50 different countries.

In view of the international standing of this event, the Managing Board of the Hamburg Shipbrokers' Association came up with the idea in 2003 of nominating a different partner nation for the Eisbeinessen each year.

Partner nation for the 63th Eisbeinessen in 2011 was Japan, with the intention to underline the close ties between Japan and Hamburg. Some large Japanese shipping companies are located in Hamburg and based on the Treaty of 24 January 1861, important trade relations between the two nations have been established over the last 150 years.

<http://www.schiffsmakler.de>



An Economic Mission Presided by HRH Prince Philippe of Belgium will Head to Japan

In the framework of the collaboration agreement between the Belgian Federal Government and the Regions, an economic mission to Japan presided by HRH Prince Philippe will take place from 9 to 16 June 2012. The mission will touch upon the cities of Tokyo and Osaka.

This mission is organised by the Belgian Foreign Trade Agency in collaboration with the regional institutions charged with the promotion of foreign trade (Flanders Investment & Trade, Brussels Invest & Export and AWEX) and the Belgian Ministry of Foreign Affairs.

The economic representatives based in Japan will set up an agenda of meetings with potential business partners. The deadline for inscriptions is 2 March 2012.

Please contact your regional agency:

Flanders Investment & Trade - FIT
Michèle Surinx
Tel.: +32 2 504 87 91
Email: michele.surinx@fitagency.be

Brussel Invest & Export
Marc Daugherty
Tel : +32 2 800 40 49
Email: mداugherty@mrbc.irisnet.be

Agence wallonne à l'Exportation & aux Investissements étrangers - AWEX
Isabelle Pollet
Tel : +32 2 421 84 40
Email: i.pollet@awex.be

Young Executive Stay Program VIII

Commercial export mission to Japan:
3-10 June 2012

The YES Program is a commercial export project under the auspices of His Royal Highness Prince Philippe of Belgium. It aims to train young executives from Belgium and Luxembourg in successful Japanese business practices, at moderate costs, and in a short amount of time.

The programme in short:

In 2012, the Belgian-Luxembourg Chamber of Commerce in Japan, and the Belgium-Japan Association & Chamber of Commerce will organise a one-week training programme in Japan, beginning with briefing sessions in Belgium. The training in Japan will consist of 1 day of group studies (lectures and company visits) and the remaining days of introducing each participant to the potential customers in his/her business area.

The YES Program enjoys the support of the Embassies of Belgium and Luxembourg in Japan and of the representatives of the three Belgian Regions.



Financial contribution from each participant:

The YES Program is at low cost for participating companies. The organisers will bear most of the direct costs of the trip to Japan, including an economy class airplane ticket, accommodation during the whole programme, organisation of seminars, Japanese language lessons, a reception at the Embassy where to invite potential business contacts, and commercial support. A token fee of 1,450 EUR to partially cover expenses should be paid.

Deadline for applications is Wednesday 22 January, 2012.



http://www.bja.be/services_yes.php

Joint Statement Promoting the EU-Japan Economic Integration

On 4 November, DIGITALEUROPE and the Japan Electronics and Information Technology Industries Association have published a Joint Statement on Promoting the EU-Japan Economic Integration Agreement in which they "jointly call strongly on the European Union (EU) and Japanese leaders to launch negotiations for the EU-Japan Economic Integration Agreement (EIA)."

The full text of the Joint Statement can be found on the JEITA website.



http://www.jeita.or.jp/english/topics/2011/1104/EIA_E.pdf

Creation of International Services for SMEs



The European Business Incubators Network (EBN) in partnership with Retis, the French Network of Technopoles and BICs, has created an International Soft Landing Club to help innovative SMEs to get global. This is a network of hubs that are certified as being credible and trustworthy providers of short-term business support to companies visiting from abroad.

The focus is on incubators and cluster client companies with the idea to establish overseas business activities.

The added value of the Soft Landing Club is the ability to send a client company abroad to a «trusted friend» who, through his/her established business contacts and personal relations, can propose tailor-made business support packages to meet that visiting company's needs.

So far there are 60 members of 22 countries.

If you are an incubator who wants to join the club (free membership until March 2012), or a SME that needs business services abroad (at effective cost), please contact Celine Delval, Retis International Development Manager: celine.delval@retis-innovation.fr



<http://www.retis-innovation.fr>

Reimagining Japan: the Quest for a Future that Works

London, UK, 14 November 2011

McKinsey & Company, together with Asia House and the Japan Society, hosted a panel discussion on the challenges and opportunities facing Japan in the 21st century.

On the panel were Adam Posen, Senior Fellow at the Peter G. Peterson Institute for International Economics and an External Member of the Bank of England's Monetary Policy Committee; Sir John Boyd KCMG, Chairman of Asia House and Former British Ambassador to Japan; Akio Fujii, Columnist and Senior Editor at Nikkei's London Bureau; and Clay Chandler, McKinsey & Company's Asia Editor.

The audience, drawn from business, government and academia, were interested in seeing a robust recovery from the difficult economic environment of the past years and the human tragedy of the earthquake and tsunami earlier this year. There was a clear view that the strong values and cohesion of Japanese society in the aftermath of the natural disaster would eventually be a cause for optimism for Japan's future.

Japan needs to overcome this culture of insularity, which is permeating Japanese business and academia, and respond positively to the level of international interest and goodwill towards Japan. Many investors see Japan as part of 'ageing Asia', not 'emerging Asia'. The challenge in overcoming this perception is significant, but there are also opportunities in the changing demographics. Japan's ageing society presents new opportunities for the service industry and for women to enter the workforce. In Europe, economic growth correlated almost exactly with the movement of women into the workplace. The talk explored the themes of a new book, entitled "Reimagining Japan", published in July 2011.



<http://www.asiahouse.org>

Japan's Role in Northeast Asian Issues



Professor Akiko Yamanaka, Senior Visiting Scholar at Churchill College, Cambridge and former Vice Minister of Foreign Affairs in Japan, returned to Asia House for a policy lunch briefing to discuss Japan's role in Northeast Asian economic and political issues.

Focused on the changing political dynamics in the international arena, Prof. Yamanaka stated that both developed and developing countries need to establish a new security framework in order to fulfil their roles as members of a peaceful world community. She argued that both military preparation and diplomacy are necessary to achieve peace and stability.

In this period of transition, Prof. Yamanaka said, the nature of security has evolved from the mindset of 'against' to 'with', and human security revolving around individual and community welfare has come to the forefront. Cooperation among states is essential to achieve stable security.

After discussing the current Asian landscape, Prof. Yamanaka continued to explain Japan's role on the global stage. She suggested that Japan should promote human security by forming food, water and energy security networks in Asia, the Middle East and Africa. In addition, she advocated 'preventive democracy' for Japan, in order for Japan to promote international trust, to prevent the outbreak of violent conflict, to limit conflict expansion, and to curtail the exacerbation of regional hostilities.

Prof. Yamanaka described the peace-building preventive diplomacy training centre, established during her position as Vice Minister of Foreign Affairs in Japan. She proposed a programme to unite Japan, the UK, and the US in the promotion of preventive diplomacy and technological advancement by building a network of disaster prevention and peace-building establishments. Prof. Yamanaka concluded her remarks with a quote from Aristotle: "It is more difficult to organise peace than to win a war; but the fruits of victory will be lost if the peace is not well organised."



<http://www.asiahouse.org>

A New Centre for Japanese Studies in UK



Professor Edward Acton, Vice-Chancellor
Photo credit: Embassy of Japan

The University of East Anglia (UEA) is now home to the newest Centre for Japanese Studies in the UK, established in May this year. On 22 November at the Embassy in London, Ambassador Hayashi hosted an evening of talks by members of the new Centre and the Sainsbury Institute for the Study of Japanese Arts and Cultures.

UEA is now offering degree-level courses of Japanese language at both BA and MA levels.

These courses complement engagement with Japan in other areas of teaching and

research excellence at UEA, including Development Studies, Environmental Science and International Relations.

Further Japan-related programmes will be developed over the coming years, including a BA in Japanese Cultural Studies.

Future events to look out for include a major international conference on Japan's place in Asia in late June and the British Association for Japanese Studies' annual conference in Norwich in September.

The New Year will be kicked off with a major Japan Foundation exhibition of the history of manga and anime, JAPAN: Kingdom of Characters, which opens at the Sainsbury Centre for Visual Arts, the UEA museum and gallery, in early February.

The UEA thanks all those who support these various projects and initiatives and look forward with optimism to deepening the engagement between Japan and the UEA.



<http://www.uea.ac.uk/cjs>

NATRUE

NATRUE is the International Natural and Organic Cosmetics Association based in Brussels which has been promoting authentic natural and organic cosmetics since October 2007.

The NATRUE-label sets a high standard of quality and integrity so people worldwide may enjoy natural and organic cosmetics truly worthy of that name. The criteria for the NATRUE-label are available online from our website. The latest version of NATRUE-label criteria is

also available in Japanese (since November 2011). Japanese cosmetic manufacturers and raw material suppliers wishing to certify to the NATRUE-label or to become a NATRUE member can contact the NATRUE at info@natrue.eu, or +32 2 613 29 30 (also in Japanese).



<http://www.natrue.org>



EU-Japan Business Opportunities

For Potential Partners in the EU

SEARCH FOR LOCAL PARTNERS:

Sector: Innovative gas, oil and fuel cell combustion equipment components for high temperature appliances or systems

A Japanese SME producing innovative gas, oil and fuel cell combustion equipment components: ignition electrodes, ignition plugs, flame sensor rods, cathodes, alloy wire for existing systems or renewable energy appliances applications to drive significant energy saving - is seeking partners to jointly develop new applications such as combustion systems for heaters, boilers, kitchen equipment, stoves, or fuel cell equipment, and to expand its silicon nitride ceramics combustion systems and hot temperature control systems.

Profile ref. 11 JP 4B3J 3N92

For Potential Partners in the EU

SEARCH FOR LOCAL DISTRIBUTORS:

Sector: Interior design, housing, building and construction, architecture

A Japanese company specialised in the production of glass panels/tiles coated with natural traditional Japanese "Urushi" lacquer, is seeking for local distributors and architects/designers in France, Germany and UK to promote their products.

It is the first company to successfully apply Urushi lacquer on glass surfaces, combining ancestral tradition with the latest technology innovations.

Profile ref. TBC



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

Opportunities to meet potential partners during matching events

Calendar: Enterprise Europe Network Brokerage Events

<http://www.enterprise-europe-network.ec.europa.eu/public/calendar/home.cfm?type=future>

CeBIT Future Match 2012

Sector: IT, electronics, microelectronics, telecommunications

6-10 March 2012 – Hannover, Germany

Future Match at the CeBIT, the world's largest computer expo, will be the 14th edition of the international brokerage event organised by the Enterprise Europe Network.

Since 1999 Future Match has enabled exhibitors and visitors at the fair to find partners for cooperation, e.g. for product development, research & development, joint ventures, manufacturing, marketing and/or licensing agreements.

Companies, universities and research institutes in the ICT sector are again invited to use this unique opportunity to establish new cross-border contacts for future cooperation.

<http://www.b2match.eu/futurematch/>

Ecobuild Matchmaking Event

Sector: Construction technology, energy, environment, waste management

21 March 2102 – London, UK

Enterprise Europe South-EastUK is organising a B2B Matchmaking Event during Ecobuild, the world's biggest event for sustainable construction.

Thematic focus of the Brokerage Event:

- Sustainable design
- Progressive and efficient eco-technologies
- New building materials and technologies
- Systems and equipments using energy from alternative sources (solar panels, heat pumps, equipment for cooling and recuperation of heat, wind turbines, etc.)

<http://ecobuild.b2b-match.com>

ANUGA Foodtec 2012 Workshops and Brokerage Event

Sector: Food - agro-industry

28-29 March 2012 – Cologne, Germany

HighTech Europe, the First European Food Processing Network of Excellence, organises a series of events in the frame of ANUGA FoodTec 2012 in Cologne:

- Workshop on Consumer Perceptions of Novel Food Processing Technologies
- 2 Brokerage Events in collaboration with the Enterprise Europe Network
- HighTech Europe Stakeholder Event

<http://www.b2match.eu/foodtec>

Brokerage Event @ Technology Exhibitions Week

Sector: Industrial manufacture, materials technology

11-May-2012 Milano, Italy

The Technology Exhibitions Week (TEW) will be held between the 8 – 12 May 2012, a week dedicated to the main industrial technologies with four simultaneous trade fairs held at the same premises: Fluidtrans Compomac, Mechanical Power Transmission & Motion Control, Plast and Xylexpo

Innovhub – Stazioni Sperimentali per l'industria will organize a Brokerage Event on Friday, 11th May 2012

This event aims to present to the European market the Italian excellences in the mechatronic sector and to provide a unique opportunity for the participating organizations to find new technological solutions, meet potential business and collaborative European R&D projects partners.

<http://www.b2match.eu/tew2012>

Hokuo Music Night Finland Fest



Tokyo, Japan, 11-14 November 2011
Music Export Finland has been organising a trade mission for Finnish music companies (record labels, managements, publishers etc.) since 2005.

For the first time the trade mission boasted of a Nordic cooperation, including the "Hokuo Music Night" showcase concert with artists from four different Nordic countries.

The event was a success, with a full house (over 300 people) and lots of local music industry attending. The trade mission also included seminars and a trade day where Finnish companies met local music companies.

More information on
<http://www.musex.fi>

Space Exploration: Making Space Accessible to All

Developed by ambitious university laboratories with no previous experience or expertise, nanosatellites are set to open the doors and make space accessible to everyone.

Source: Japan Echo Web

More information on
<http://www.japanechoweb.jp/science-technology/jew0810>

Foreign Chambers in Japan Business Confidence Survey

The fall 2011 issue of this biannual survey is available at:

More information on
<http://www.fcc.or.jp/fcij/bcs.html>

Japan - Economic Forecast Summary (November 2011) OECD Report

After a sharp contraction in the wake of the Great East Japan Earthquake in March 2011, the economy began to rebound in May 2011. Public and private reconstruction spending will drive the recovery through mid-2012, with a growth of 2% for the year. As public reconstruction outlays wane, the expansion will be supported through 2013 by a pick-up in export growth that improves labour market conditions and boosts private consumption. Given the large output gap, deflationary pressures are likely to continue through 2013, with the unemployment rate remaining above its pre-2008 crisis level.

More information on
http://www.oecd.org/document/59/0,3746,en_33873108_33873539_45268539_1_1_1_1,00.html

11th Italy-Japan Symposium on Science and Technology in Miyazaki

The 11th edition of the Symposium on S&T in Miyazaki was held on 28-29 October 2011.

Subjects covered have been High-Temperature Solar Thermochemical Hydrogen Production (Prof T. Kodama, Niigata University), Basic and Clinical Practice in Nuclear Medicine (Prof R. Nishii, University of Miyazaki), Molecular Immunology and Genomics of Shrimps (Prof I. Hirono, Tokyo Marine University of Science and Technology), Aquaculture and Diseases (Prof F. Salati, University of Sassari) and Marine Biotechnology (Prof M. Sakai, University of Miyazaki).

On the second day of the event, a forum has been organized at the Minami Kyushu University with the participation of young students (mostly from high-school and junior college). The main subjects treated by the specialists in the previous days have been presented in simplified forms to the students. In the forum, the format included a Q&A session for each presentation in which the students were directly involved.

More information on
http://www.ambtokyo.esteri.it/Ambasciata_Tokyo

Japan Close-up Magazine

An essential magazine for those interested in following what is going on in the fast moving country of Japan and understanding the background to the latest trends and events.

Working with Japan, Products of the Month, Directions for Global Managers, Explore Japan and Dialogues with Konosuke Matsushita - Words of Wisdom are some of the many contents providing analysis in each field of major trends and insights on Japan.



More information on
<http://www.export-japan.com/jcu/sample/>

150 Years of Tradition and Excellence

On the 150th Anniversary of the Unification of Italy, the 12th edition of the ICCJ Gala Dinner and Concert, held on 5 December, featured an exhibition of the best of products made in Italy covering the years 1861 to present, displaying historical brands -and brands that will make history.

A unique event in a very special setting. Exhibitors were Alitalia - Compagnia Aerea Italiana S.p.A., Anonimo Firenze Japan, Ducati Japan K.K., Fiat Group Automobiles Japan Ltd. (Alfa Romeo & Fiat 500), Lagostina, Maserati Japan Ltd., Salvatore Ferragamo Japan, Valentino Japan.

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



DATE/LOCATION	DETAILS	CONTACTS
18 Nov - 25 Dec 2011 Osaka, Japan	German Christmass Market Osaka 2012	General Consulate of Germany in Japan http://www.skybldg.co.jp/event/xmarkt/2011/index.html
01 - 14 February 2012 Frankfurt, Germany	FAIR Japan Style at Ambiente 2012	Mesago Messe Frankfurt Corp. http://www.ambiente.messefrankfurt.com http://www.mesago-messefrankfurt.com/japanstyle
17 February 2012 Kientzheim, France	SEMINAR Ensuring future mobility: Europe and Japan working together to address their sustainable transport needs	EU-Japan Centre for Industrial Cooperation / Pôle Véhicule du Futur / Région Alsace http://www.eu-japan.eu/global/seminars.html
27 Feb - 2 Mar 2012 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Training Mission: Distribution & Business Practices in Japan Application deadline: 8 December 2011	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-training/distribution-and-business-practices.html
27 - 28 March 2012 Lyon, France	SUMMIT Lean Summit France	Lean France http://www.institut-lean-france.fr/ged.php?login=vvv&catagenda=*263B178389DE97&pk_orga=9&pkcateg=169
23 - 26 April 2012 Athens, Greece	CONFERENCE Transport Research Arena 2012 - Sustainable mobility through innovation	Ministry of Infrastructure, Transport & Networks General Secretariat of Public Works http://www.traconference.eu/
21 - 24 June 2012 Japan	FESTIVAL French Film Festival in Japan - 2012	Unifrance http://en.unifrance.org/festivals-and-markets/901/french-film-festival-in-japan/2012
25 - 29 June 2012 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Training Mission: World Class Manufacturing Application deadline: 22 March 2012	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-training/world-class-manufacturing.html
11 - 15 July 2012 Dublin, Ireland	FORUM ESOF 2012 - Euroscience Open Forum	Euroscience http://www.dublinscience2012.ie
15 - 19 October 2012 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Training Mission: World Class Manufacturing Application deadline: 7 June 2012	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-training/world-class-manufacturing.html

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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