



The staff of the EU-Japan Centre  
wishes you a very  
**HAPPY NEW YEAR 2014!**

## New in 2014!

The information website: [www.EUbusinessinJapan.eu](http://www.EUbusinessinJapan.eu) is now online



This new website is designed to support EU companies seeking to develop their activities in Japan.

The eubusinessinJapan.eu project will offer:

- Current information on a wide range of Japanese business sectors: Everything from nanotechnology to forestry!
- Practical information on overcoming various legal, regulatory and financial obstacles to the Japanese market.
- Useful guidelines on Japanese business meeting etiquette as well as broader cultural practices.
- An online library of expert publications, e-learning resources and webinars, as well as information on upcoming trade fairs and other public events.
- All this and much, much more!

To have full access to the information contained on the website as well as to the side activities you must be a member.

So, if you work for an EU company seeking to develop its activities in Japan that is also the end-user of the information/services made available; or if you work for an EU non-profit organisation aiming at directly supporting EU companies in their internationalisation process with Japan, feel free to register at <http://www.eubusinessinJapan.eu/user/register>.

For further details, please read our press release:

<http://www.eubusinessinJapan.eu/library/publication/press-release-launch-of-the-project>



**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.*

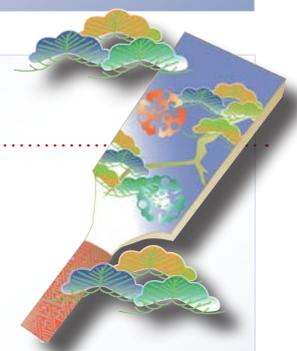
*This quarterly newsletter is produced by the EU-based office of the EU-Japan Centre, and is primarily intended to provide EU/Japan-related news.*

## THANK YOU !!!

For nearly 12 years, YOU have been our source of inspiration: YOU have fed this newsletter with valuable information.

Let us thank YOU for the few lines or lengthy columns you have been kind enough to draft for us.

Without your contributions this newsletter would not exist.



## EU-Japan ICT Security Workshop

3 December 2013, Brussels, Belgium

The 2nd “EU-Japan ICT Security Workshop” was co-organised by the European Commission, the Japanese government and the EU-Japan Centre. The workshop took place in the framework of the 20th EU-Japan High Level ICT Dialogue - the venue where EU and Japan exchange and discuss on ICT key challenges and explore areas for cooperation. The Workshop was a follow-up to the 1st EU-Japan ICT Security Workshop held in Tokyo last year (November 2012, Tokyo - see page 5 of the December 2012 newsletter: <http://www.eu-japan.eu/sites/eu-japan.eu/files/december12.pdf>).

The ICT Security workshop was co-chaired by Mr. Zoran Stancic (Deputy Director General, DG Connect, European Commission)

and Mr. Masahiro Yoshizaki (Vice Minister for Policy Coordination, Ministry of Internal Affairs and Communication). 47 participants from various European and Japanese authorities (including the National Information Security Centre of the Cabinet Secretariat, METI and MIC), Japanese industries (including Keidanren’s sub-committee on Information & Technology Policy, JEITA and its Europe-based members) and European industries and experts.

Japan and the EU share many of the same challenges in the ICT field (e.g. internet governance, cyber security) which could be addressed by collaborative policies and R&D.



The EU-Japan ICT regulatory Dialogue’s 20th meeting took place on the 4th of December in Brussels, and this workshop was held in that context, with the conclusions being fed into the dialogue itself.

Presentations and a detailed report will also be online soon.

 <http://www.eu-japan.eu/eu-japan-ict-security-workshop>

## EU-Japan Policy Forum on Silver ICT

3 December 2013, Brussels, Belgium



The European Commission and the EU-Japan Centre also co-organised another ICT-related workshop, entitled “EU-Japan Policy Forum on Silver ICT”.

The Silver ICT workshop was co-chaired by Professor Toshio Obi (Waseda University), who plays a major role in the OECD silver economy initiative, and Mr. Paul Timmers (Director, Sustainable & Security Society, DG Connect, European Commission). It was attended by highly-specialised experts, academics, policy makers and industry representatives (42 participants).

The issues concerning ageing society are already a top priority on the national agendas of Japan and the EU. ICT-based innovation can play a key role in addressing this challenge and help to create major opportunities

for citizens and industry. EU-Japan cooperation can bring major advantages and essential contributions for the solution of global ageing issues. Both Japan and EU can learn the lessons from the best practices in each experience.

The concrete actions on short and medium term were discussed and the conclusions from this workshop were fed into the EU-Japan ICT Policy Dialogue (4 December).

Presentations and a detailed report will also be online soon.

 <http://www.eu-japan.eu/japan-eu-policy-forum-silver-ict>

## Towards Enhancement of EU-Japan Cooperation in Science, Technology and Innovation

JEUPISTE Project Launch Seminars on 6 December 2013, Tokyo, Japan

“Horizon 2020 and EU-Japan Strategic Partnership building” & “Info-day on Horizon 2020 in Japan”

Prior to the start of Horizon 2020, the new EU Framework Programme for Research and Innovation – the JEUPISTE project – organized two events in Tokyo to discuss the enhancement of Europe-Japan cooperation in Science, Technology & Innovation (STI).

### BACKGROUND

Since 1984, the EU has been promoting Europe-wide research and technological development. Currently FP7 is open to participants from all over the world with the aim of attracting outside expertise and encouraging the exchange of knowledge for the mutual benefit of participants. Japanese researchers have participated in over 100 FP7 projects, reinforced through six FP7 coordinated calls and a joint call by the CONCERT-Japan project, among others. From January 2010 to December 2012, the J-BILAT project offered information services on FP7, organized events and operated a dedicated help desk.

Beginning in 2014, the more ambitious and comprehensive Horizon 2020 programme will last for 7 years and will include instruments to promote innovation and education amongst entrepreneurs. In advance of this, a new project called “Japan-EU Partnership in Innovation, Science and Technology” (JEUPISTE) was launched in September 2013, to further reinforce Europe-Japan cooperation over the next 3 years.

In the inaugural seminar of the JEUPISTE project, the STI policies of the EU and Japan were summarized and strategic partnership opportunities were discussed. Possibilities such as a common agreement on areas for potential cooperation, the status of current collaborative initiatives and future perspectives were also discussed. On the same day, the 1st Information Day on Horizon 2020 in Japan was held with practical details and information on offer about Japanese funding that may be combined with Horizon 2020.



### Expected impact and future developments

The JEUPISTE project launch was an excellent opportunity for participants to get an overview of the status of EU-Japan STI cooperation and to establish networks with various stakeholders from industry, academia, public authorities, funding organisations and European organisations based in Japan, to name a few. The dedicated Horizon 2020 Info-day offered practical details of Horizon 2020, calls for proposals, as well as funding opportunities in Japan. Through these two events, additional Europe-Japan collaborative projects in research, development and innovation are expected.

 <http://jeupiste.eu/>

## Driving Competitiveness in the EU: a 2-day mission in Austria

### LAST CALL FOR APPLICATIONS

The "WCM" 2-day mission in the EU is for EU managers working with Lean, best practices and in the manufacturing division of their company, and who are looking to improve their company's competitiveness. The next session will be held at Kostwein Maschinenbau GmbH – an Austrian machine and component manufacturer.

**Dates: 19-20 February 2014.**

**Application deadline: 10 January 2014**

### FEEDBACK FROM THE PREVIOUS MISSION

On 15 November, 25 engineers from 11 EU Member-States attended the first visit, to LEGO Systems A/S in Billund, Denmark, under the EU-Japan Centre's new "Driving Competitiveness in the EU" initiative.



Following a preparatory lecture from Prof. Richard Keegan of Enterprise Ireland, the participants visited first LEGO's Prototyping & Mould Manufacturing plant and then its Moulding plant to learn about LEGO Continuous Improvement and particularly how LEGO uses 5s principles, visual shop-floor

management and practical problem solving. The goal of the Centre's new activity is to inspire and help participants adopt best practice techniques by seeing them in action in leading European factories.



<http://www.eu-japan.eu/detail-business-programmes/Driving-Competitiveness-in-the-EU>

## 16<sup>TH</sup> JAPAN-EU CONFERENCE

25 November 2013, Brussels, Belgium

**"Japan and the EU - Living together in a Multipolar World"**

Coming a week after the 21st EU-Japan Summit meeting, the Conference's main morning sessions addressed what had been discussed by the leaders of the EU and Japanese Authorities: Senior representatives of the Japanese and EU Authorities summarised the recent developments in EU-Japan political and economic relations.

The afternoon sessions addressed civil protection and humanitarian issues, with speeches from senior policy-makers, researchers and others: 2½ years on from the Great East Japan Earthquake, the session on civil protection and disaster relief addressed the EU's strategy, how to motivate communities to take measures to protect themselves against disasters and the role civil society can play. The final session addressed human security, humanitarian & development assistance and considered disaster reduction - an important part of Japan's development assistance policy - and 'human security'.

This annual event provides a unique opportunity to debate both the latest research as well as current policy trends. As in previous years, it brought together academics, experts and policymakers from various parts of the world and proved to be a highly valuable forum to formulate ideas and specific suggestions to fortify the Japan-EU relationship.



<http://www.eu-japan.eu/16th-japan-eu-conference>

## Next Cluster/SME Support Mission - Sector: Nanotechnologies

### CALL FOR APPLICATIONS

The 5-day mission to Japan is composed of market-specific business seminars, group company visits, one-on-one meetings at a targeted trade fair with showcase and networking events to maximize opportunities for the EU participants. In addition, the mission provides EU clusters the opportunity to benchmark with the Japanese ones during a dedicated cluster session.

The next mission, targeting this time the Nanotechnology sectors, will be organised in January 2015 on the fringes of the "Nanotechnology Exhibition and Conference" that will take place in Tokyo Big Sight, Japan (<http://www.nanotechexpo.jp>).

This mission will facilitate the first contact that could be the door leading to new business opportunities and will enable participants to:

- Gain knowledge about market structure, sector analysis, Japanese business culture and policy etc;
- Identify relevant key contacts (decision makers, R&D centres, potential business partners etc);
- Establish relationships with potential partners (trade and technology);
- Benefit from face-to-face meetings leading to possible business opportunities.

**About the former support mission in 2013**  
3 clusters and 6 SMEs participated to the Cluster Mission in 2013 that was targeting the biotechnology sector. Participants recorded a total of 122 meetings with Japanese counterparts during the Bio Japan fair.

### FOMER PARTICIPANTS' FEEDBACK

#### From clusters...

*"The Mission has been a real opportunity to discover the Japanese Market of Biotechnology and Pharmacy. The two days before «Bio Japan» trade fair were very useful to receive fruitful information in order to optimize our meetings during the event. It was really impressive to visit and meet such famous companies like Shugai pharma, Takeda..."*

Jean-François Gestin, Vice-President, Atlanpole Biotherapies, FR

*"During the week we had many opportunities to learn and get a good understanding about Japanese business culture and economy in healthcare through lectures, visits on site of companies, research centres, science park; to meet and exchange with Japanese partners at «Bio Japan» exhibits, partnering meetings, and networking events."*

Valérie Ayache, Director, MEDIC@LPS, FR

#### From SMEs...

*"I was delighted to attend the Cluster Support Mission 2013. It was really a great opportunity to market our Company's know how in the Pharmaceutical Sector at The Bio Japan 2013. I have met more than 15 companies over 3 days of the event. We were a "One Family Group", assisting each other, supporting each other and developing our own networking."*

Rabih-Gabriel Jaouhari, General Manager, PR euroCHEM, IE

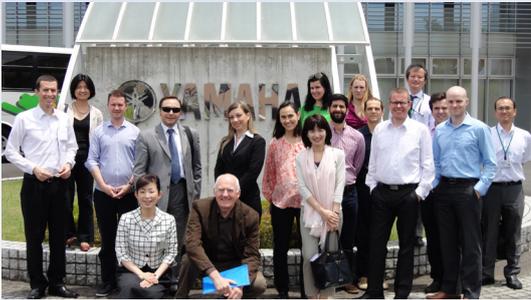
**Nanotech mission dates: 26 - 30 January 2015**  
**Application deadline: 04 September 2014**



<http://www.eu-japan.eu/detail-business-programmes/Nanotech-Japan-Cluster-Mission-2015>

## CALL FOR APPLICATIONS

### HRTP – Japan Insight 50<sup>th</sup> Edition



HRTP 2013 participants

The programme is open to companies of all sizes and will include Japanese language courses; lectures on Japanese culture and history, economics, politics and legal matters; joint seminars with Japanese business people (with role-play exercises about decision-making, team management and negotiation); field trips and optional individual company visits with BtoB meetings.

Since 1987, nearly 600 companies across Europe have benefited from the 4-week "HRTP – Japan Insight" programme. European companies willing to handle or who are already handling business with Japan usually lack knowledge of Japanese business culture.

**Dates: 12 May to 6 June 2014**  
**Application deadline: 13 February 2014**

Participants from SMEs can benefit from scholarship of up to EUR 3000.



<http://www.eu-japan.eu/detail-business-programmes/HRTP>



### World Class Manufacturing Training Missions in Japan

The 5-day training mission in Japan will provide EU managers with:

- In-depth analysis of Japanese manufacturing methodology
- Lectures, seminars and panel discussions, presented by experts from Japanese industry
- Company and factory floor (Gemba) visits
- Preparation and post-visit reviews

Target: EU managers working in manufacturing companies (of all sizes)

No tuition fee for SMEs and the European Commission grants 600 EUR scholarships to participants from SMEs.

**WCM I dates: 30 June – 04 July 2014 - Application deadline: 27 March 2014**

**WCM II dates: 06 - 10 October 2014 - Application deadline: 02 June 2014**



<http://www.eu-japan.eu/detail-business-programmes/WCM>



### STEP IN JAPAN

### Free Logistical Support for SMEs

For EU SMEs entering or expanding within Japan, the EU-Japan Centre offers FREE logistical support and business assistance in its Tokyo office, for up to one month.

Details of the support measures:

- a "hot desk" in Tokyo on the Centre's premises which includes an internet connection and telephone
- full access to meeting and seminar facilities within the Centre's premises;

- a help desk for all information inquiries on business in Japan;
- assistance with using the Enterprise Europe Network service while in Japan.

**Any SME wishing to benefit from this support is free to contact:**

[StepInJapan@eu-japan.gr.jp](mailto:StepInJapan@eu-japan.gr.jp)



<http://www.eu-japan.eu/other-activities/step-in-japan>

### Participants' view on HRTP



Michael Nielsen,  
Area Sales Manager,  
Dali A/S (DK)  
HRTP 2013

*"No doubt I strongly recommend companies involved – or about to be involved – in Japan to send relevant employees for the HRTP. The course has given me a much deeper understanding of the Japanese market. I may have had some skills in the 'right behaviour' beforehand, when it comes to participating in business meetings in Japan. But the course taught me more about WHY my Japanese business contacts act the way they do.*

*Keep an open mind, and you will benefit more from this unique, in-Japan course than years of studying from far away. Most of the knowledge you obtain can be adapted into real changes in your own organisation, altering your company to achieve its goals in Japan."*



Luigi Perrella,  
Administrator,  
Caseificio Molisano  
L. Barone snc (IT)  
HRTP 2013

*"It was an unforgettable experience from several points of view. To come into a particular culture such as the Japanese one, through a dedicated path, is an immersion into another kind of world, and all learning occurs through these differences. So it was for sure a lesson in business competences and in foreign skills relationships.*

*But the most important benefit was in my personal growth.*

*The Japanese culture contains such richness, that I think is impossible not to be attracted and fascinated by it."*

### Participant's view on WCM



Frank Koren,  
Leadership System  
Director,  
Hidria d.d., (SI)  
WCM July 2013

*"Seeing is believing! After many years of learning from books and adapting basic Lean principles you could still find it extremely valuable to benchmark with managers from Kaizen Motherland."*

## CALL FOR APPLICATIONS

### Minerva Fellowship

This year, the first edition of the "Minerva" EU-Japan fellowship programme was successfully launched. The two candidates to whom the 2013 in-house fellowship in Japan has been granted are Lyckle Griek, a Dutch national and Stijn Lambrecht, from Belgium. The fellowship (consisting of **1700 EUR** per month) covers a period of six months and is offered twice a year, from April to September and from October to March. The Research Fellows are expected to produce a policy report on topics that are relevant for the EU-Japan Centre, as well as supporting the daily analytical activities of the Centre.

Applications for the 2014 Minerva edition are currently open for the slot **April-September 2014**.

Should you be interested in applying, please submit your application documents (CV, Covering Letter, Research Topic Plan) by **15 January 2014**.



*"The Minerva Fellowship allows me to extend my research into clean energy, a growing area for Japan. My research covers EU-Japan cooperation on clean energy and investment/cooperation opportunities for European companies, in particular SMEs, on the Japanese clean energy market. As a researcher focused on Japan, I am very happy to be given the opportunity to dig deeper into the energy theme while being based in Tokyo."* - Stijn Lambrecht



*"The Minerva Fellowship has enabled me to increase my expertise on Japanese government procurement. Working from the head-office in Tokyo enables me to get in contact with the institutions that deal with this on a daily basis. The Fellowship also enables me to enlarge my network inside Japan, which is very valuable for me in my work as business consultant."* Lyckle Griek



<http://www.eu-japan.eu/other-activities/minerva-fellowship>

## New "Vulcanus in Europe" Publication

The EU-Japan Centre is pleased to announce its new "Vulcanus in Europe" publication in two languages, English and Japanese! Feel free to browse it...

Almost 18 years on from its creation as a way of preparing the next generation of Japanese engineers to be able to work in a European environment, 95% of our alumni believe that their participation in Vulcanus has had an impact on their subsequent professional life.

The experiences of many Alumni have been brought together in this Vulcanus publication. Through surveys and testimonials, the impact that Vulcanus has had on their lives is clear: for many of our alumni, their Vulcanus experiences set the foundation for their future careers, and their time

spent in Europe has inspired them to continue working both in and with Europe across the world.

With both the qualitative and quantitative data gathered, the Centre hopes to be able to continue to build co-operation and provide life-experiences, and to tailor the programme to help create even more open minded and international business leaders.



<http://www.eu-japan.eu/sites/eu-japan.eu/files/VulcanusInEuropeBooklet.pdf>



## The Centre on Wikipedia

The EU Japan Centre is now present in Wikipedia, with a page exclusively dedicated to its 25 years of history.

The page includes full description of our fan of activities like the managerial training programmes supporting EU companies' internationalisation and competitiveness (HRTP, WCM, Competitiveness in the EU, Cluster Mission), our partnering, information desk and logistics support services for SMEs (EEN Japan , Step in Japan, EU Business in Japan

Portal), our R&D innovation activities (JEUPISTE, GNSS.Asia, J-Bilat), our 1 year student internship programme (Vulcanus) and our policy analysis activities (EU-Japan Business Round Table, Minerva Scholarships, seminar & workshops.



[http://en.wikipedia.org/wiki/EU-Japan\\_Centre\\_for\\_Industrial\\_Cooperation](http://en.wikipedia.org/wiki/EU-Japan_Centre_for_Industrial_Cooperation)

## Vulcanus in Japan 2014-2015 Programme

### RECRUITMENT OF HOST COMPANIES IN JAPAN

Vulcanus in Japan is a 1-year internship programme for European engineers and science-major students, managed by the EU-Japan Centre.



Vulcanus

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Every year, around 30 skilled and highly motivated Vulcanus participants are selected to undertake industrial internships in Japan for 8 months, following an intensive 4-months' Japanese language course and seminars. Typical internship projects range in Mechanical/Electrical Engineering, ICT, Chemistry, Biotechnology and Life Sciences, Architecture, etc.

The 2014-2015 Vulcanus programme will start from September 2014, with an industrial internship from January to August 2015.

Companies based in Japan interested in hosting Vulcanus interns may contact Noriko Yudahira at the EU-Japan Centre in Tokyo. E-mail: [VinJ@eu-japan.gr.jp](mailto:VinJ@eu-japan.gr.jp)  
Phone: +81-(0)3-6408-0281

Additional programme details and application forms for host companies can be found online.



<http://www.eu-japan.eu/host-european-trainee-japan>

### EU STUDENTS APPLICATIONS TO VULCANUS IN JAPAN

For its student programme "Vulcanus in Japan", the EU-Japan Centre is currently recruiting EU students from engineering and scientific backgrounds from EU universities, to spend a year in Japan – consisting of four months of learning Japanese and then an eight month work placement with a leading Japanese company.

Students from some EU countries are underrepresented. So applications from Croatia, Bulgaria, Malta, Cyprus, Slovenia, Denmark, Ireland, Latvia will be most welcome!

The programme lasts one academic year (running from early September to late August). Applications for the next course must be submitted by 20 January 2014. Full details online.



<http://www.eu-japan.eu/vulcanus-japan-0>

## Unique EU-funded Training Programme Prepares European Managers and Companies for doing Business in Japan

A group of young European managers have just completed the 2012-2013 cycle of the EU-funded Executive Training Programme in Japan as a new cohort have been welcomed to the 2013-2014 cycle.



ETP Japan 2012/2013 group graduates, November 2013, Tokyo, Japan

The 2012/2013 group of 31 participants have just delivered their final business plan presentations in Japanese and celebrated their graduation from the programme in Tokyo.

On the occasion of the graduation ceremony, Hans Dietmar Schweisgut, Ambassador of the Delegation of the European Union to the Republic of Japan said: *“Investment in human resources is a key strategy from the EU side in our policy to enter the Japanese market. Knowledge of Japanese business practices and committed people are what make the difference when working in this market – a fast-moving consumer market, and also one of the toughest and most advanced in the world.”*

Programme participants have spent 11-months in full immersion in business management and language training in Japan, as well as undertaking an internship in a local company. Among the ETP Japan graduates is German Joerg Heil from Aluplast, responsible for his company’s sales in Japan: *“Having a person in Japan can make all the difference, you are invited to a lot of events where you usually don’t get access and can network. In addition, you gain first-hand experience in Japan.”*



Group of ETP 2013/2014 participants at SOAS, University of London

Almost simultaneously, the group of 2013/2014 participants have just been welcomed to the Programme for the 3-week introductory course in London. A striking feature of this year’s intake is the relatively high number of participants from small and medium sized firms. Given the current economic climate, the programme is of particular interest for such companies.

The European Commission is now accepting candidates for the 2014/2015 cycle of the programme. EU managers and their sponsor companies can apply by submitting an on-line application. The deadline for applications is 15 May 2014. The training cycle will run from November 2014 to November 2015.

## REVEALING EU GATEWAY RESULTS



Approaching its 20th anniversary, the EU Gateway Programme has always over-achieved and gone beyond its initial targets, constantly adjusting to dynamic market trends and needs. With a portfolio of 30 successfully organised business missions to Japan and 15 business missions to Korea during the current phase starting in 2008, embracing 6 different sectors, EU Gateway can proudly state that its duty has been successfully accomplished.

Committed to its mission to support European companies entering the Japanese and Korean markets, since 2009, about 1000 companies from 26 European countries have joined EU Gateway’s missions.



Furthermore, 94% of participants expressed their wish to enrol again in the programme.

Engaged in the business support path, EU Gateway has succeeded in creating long lasting business ties with Korean and Japanese representatives. In 2009, 51% of participants reported newly established business collaborations, a number which has since increased to an impressive figure of as much as 82%.



82% YES\*

Speaking of programme results in financial terms, two thirds of the on-going operational phase, 97 % of participants reported a significant increase in their sales distribution figures. In addition, over 40% of EU Gateway’s attendees experienced revenue growth following the sector-related business missions.

More information about programme results and participating companies can be found under the EU Gateway Infographic. [http://www.eu-gateway.eu/userfiles/file/EU-Gateway-Infographics\\_A4\\_03.pdf](http://www.eu-gateway.eu/userfiles/file/EU-Gateway-Infographics_A4_03.pdf)

Contact: [contact@eu-gateway.eu](mailto:contact@eu-gateway.eu)

## 21<sup>st</sup> EU-Japan Summit

On 19 November in Tokyo, the President of the European Commission, José Manuel Barroso, and the President of the European Council, Herman Van Rompuy, met Japanese Prime Minister Shinzo Abe for the twenty first summit meeting between the European Union and Japan.

The Summit came at an important new stage in EU-Japan relations. Earlier in the year, negotiations were launched for a strategic partnership agreement aimed at developing dialogue and cooperation across a wide range of political and sectoral areas, as well as a free trade agreement that should address long-standing trade and investment concerns, unlocking further growth and employment opportunities. The Summit reviewed progress in the negotiations and injected additional momentum towards the rapid conclusion of comprehensive and ambitious agreements that will lift

the EU-Japan relationship onto a higher, more strategic plane.

For more details see below links:

European Commission

[http://europa.eu/rapid/press-release\\_IP-13-1089\\_en.htm](http://europa.eu/rapid/press-release_IP-13-1089_en.htm)

[http://europa.eu/rapid/press-release\\_MEMO-13-1015\\_en.htm](http://europa.eu/rapid/press-release_MEMO-13-1015_en.htm)

Delegation of the European Union to Japan

<http://www.euinjapan.jp/en/media/news/news2013/20131119/192042/>

The audiovisual coverage of the EU-Japan Summit can also be seen online at:

<http://ec.europa.eu/avservices/video/VideoBySearch.cfm?sitelang=en&searchformtype=VIDEO&searchref=&kwand=EU%2FJapan+Summit+&genrethes=&kwor=&kwexact=&kwexclde=&datefrom=&dateto=&themes=0&locthes=&persothes=&genthes=>

Source: European Commission

## Progress Reached at the 3<sup>rd</sup> Round of EU-Japan Trade Talks

The third round of EU-Japan Free Trade Agreement negotiations took place in the week of the 21-25 October in Brussels. This round of negotiations focussed on discussing each side's proposals for the text of the future FTA.

Similar to the first and second round of negotiations, discussions took place in Working Groups which covered the following areas: Trade in goods (including Market Access, General Rules, Trade Remedies), Technical Barriers to Trade and Non-Tariff Measures, Rules of Origin, Customs and Trade Facilitation, Sanitary and Phytosanitary Measures, Trade in Services, Investment, Procurement, Intellectual Property, Competition Policy, Trade and Sustainable Development, Other issues (General and Regulatory Cooperation, Corporate Governance and Business Environment, Electronic Commerce, Animal Welfare) and Dispute Settlement.

An agreement between the two economic powerhouses is expected to boost Europe's economy by 0.6 to 0.8% of its GDP and may create up to 400.000 jobs. It is expected that EU exports to Japan could increase by 32.7%, while Japanese exports to the EU would increase by 23.5%.

The next round of negotiations will take place in early 2014.

Source: European Commission



[http://europa.eu/rapid/press-release\\_IP-13-998\\_en.htm](http://europa.eu/rapid/press-release_IP-13-998_en.htm)

## Three Coordinated EU-Japan Research Projects on Substitution of Critical Metals Launched

Many technologies severely depend on critical metals in the energy, electronics and telecom sectors. Such metals are at risk of being seriously affected by supply disruptions. Supporting research on the substitution of critical metals is thus important.

The European Commission and the Japan Science and Technology Agency (JST) organised a coordinated call resulting in three projects launched on 1 September 2013:

- Novel Cheap and Abundant Materials for Catalytic Biomass Conversion "Novacam"
- Heusler Alloy Replacement for Iridium "Harfir"
- Indium Replacement by Single-Walled Carbon Nanotube Thin Films "Irena"

The projects include coordinated activities, such as exchange and training of researchers, which should lead to robust and long-lasting European – Japanese research cooperation. The research should result in a better understanding on how to develop materials with unique properties to substitute critical metals in a specific technology. This will lead to efficient catalytic biomass converters, magnets in spintronic devices, and touch sensors.

Information on the twinned Japanese projects on:

[http://www.jst.go.jp/pr/info/info978/index\\_e.html](http://www.jst.go.jp/pr/info/info978/index_e.html)

Source: European Commission - DG Research&Innovation



[http://cordis.europa.eu/fp7/projects\\_en.html](http://cordis.europa.eu/fp7/projects_en.html)

europa magazine

# EU MAG

駐日欧州連合代表部の公式ウェブマガジン

## EU MAG - Europe Magazine

The latest issue of the Japanese magazine edited by the Delegation of the European Union to Japan is available online.



<http://eumag.jp/>

## EU28 Trade in Goods Deficit with Japan Decreased to 1.9 Bn Euro in the first half of 2013

In the first six months of 2013, EU28 exports to Japan fell slightly compared with the same period of 2012 from 27.0 bn Euro to 26.3 bn, while imports decreased more strongly, from 33.8 bn to 28.2 bn. Consequently, the EU28 trade deficit with Japan continued to drop, from 6.8 bn in the first

half of 2012 to 1.9 bn in the same period of 2013. Japan was the EU28's 7th most important trading partner, accounting for around 3.2% of EU28 trade in goods.

Source Eurostat



[http://europa.eu/rapid/press-release\\_STAT-13-170\\_en.htm](http://europa.eu/rapid/press-release_STAT-13-170_en.htm)

## Parliament Approves Financing for the European Satellite Navigation Programmes until 2020

The European Commission has welcomed approval by the European Parliament of the financing and governance of two European satellite navigation programmes: Galileo and EGNOS, for the period 2014-2020. Their total budget of € 7 billion will be used for the completion of the satellite navigation

infrastructure, operations, necessary replenishment and replacement activities, development of fundamental elements such as Galileo-enabled chipsets or receivers and, most importantly, the provision of services.

Source: European Commission

[http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item\\_id=7097&lang=en&title=Parliament%2Dapproves%2Dfinancing%2Dfor%2Dthe%2DEuropean%2Dsattellite%2Dnavigation%2Dprogrammes%2Duntil%2D2020%2D](http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item_id=7097&lang=en&title=Parliament%2Dapproves%2Dfinancing%2Dfor%2Dthe%2DEuropean%2Dsattellite%2Dnavigation%2Dprogrammes%2Duntil%2D2020%2D)

## Ambassador Shiojiri on the Japan-EU EPA

In a comment piece printed in the newspaper New Europe, Ambassador Shiojiri outlines why Japan and the EU should accelerate talks towards achieving an ambitious Japan-EU Economic Partnership Agreement (EPA).

The Ambassador argues that the EPA "will not only strengthen our economic relationship and boost our economies, but will contribute to the stabilization of the world economy and secure a voice in formulating rules and standards for the international economic order". On the impetus to accelerate the talks, Ambassador Shiojiri writes that "speed is of the ut-

most importance, as the valuable benefits in terms of growth, trade and employment simply cannot wait".

However, accelerating our talks will not stifle the ambition of the Japan-EU EPA, we must remain ambitious so that we may boost our trade and investment relations and ensure that we create new opportunities for our economies".

In conclusion, the Ambassador outlines that, "while we look to conclude the agreement with a sense of urgency, we will work diligently to-

wards an early conclusion, to ensure that in the end the Japan-EU EPA is ambitious and represents a significant accomplishment, not just for Japan and the EU, but for the world. Therefore, we should reach this goal sooner rather than later".

The full text of the article is available on the website of New Europe.

Source: Mission of Japan to the European Union

<http://www.neurope.eu/article/sooner-better>

## JETRO Organised a Business Mission to Lithuania



Credits: BFL / Vyintas Skaraitis

Japan External Trade Organization (JETRO), particularly Warsaw and London offices, in cooperation with Invest Lithuania and Enterprise Lithuania has organized a business mission to Lithuania.

The mission took place between 22-24 of October. Trip participants consisted of 22 representatives of 16 Japanese companies from various sectors such as trading, energy, finance, insurance, IT, construction, and electronics. The mission members visited Vilnius, Kaunas and also Klaipeda, which is one of the gateways to the Russian market.

The program included seminars about the business and investment environment in Lithuania, a networking reception at the Japanese Embassy and visits to SEZ in Kaunas and Klaipeda and as well as to leading companies in all of the cities. The delegation was also welcomed by Lithuanian Prime Minister Algirdas Butkevicius, who pointed out that Lithuania, currently holding the Presidency of the EU, sees activities aiming to facilitate EU negotiations for free trade agreements with the strategic partners, including Japan as a priority.

Source: JETRO Warsaw

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

## Progress in talks on Japan-EU EPA and SPA

Japan and the EU have completed the third round of negotiations on the Japan-EU Economic Partnership Agreement (EPA) and the Strategic Partnership Agreement (SPA) in October.

The third round of negotiations on the SPA was held in Tokyo from October 9 to 11. At the meeting, the two sides advanced discussions on the overall contents of the SPA sector by sector, and deepened their understanding on each other's positions.

The next round of negotiations is scheduled to take place in Brussels next January. The third round of talks on the EPA was held in Brussels during the week of 21-25 October. At the meeting fruitful discussions were conducted on areas such as trade in goods, trade in services, investment, intellectual property rights, non-tariff measures, government procurement and others. The fourth round of talks on the EPA will be held in the week of 27 January 2014.

Source: Mission of Japan to the European Union



## President Van Rompuy launches 'Haiku II'

President of the European Council Herman Van Rompuy launched his new collection of haikus titled 'Haiku II' at the official residence of Ambassador Shiojiri on 3 October. Ambassador Shiojiri opened the event by remarking that it was "an honour to host the book launch of the second haiku collection by President Van Rompuy". To mark the occasion Ambassador Shiojiri offered his own haiku on the theme of autumn and the image of chestnuts falling from trees.

*Delicious chestnut in the backyard,  
Mother's gift for neighbours,  
Sharing joy and happiness.*

President Van Rompuy in his remarks thanked Ambassador Shiojiri for organizing the event and stated, "I'm already looking

forward to my visit in November to Matsuyama, the haiku capital in Japan and in the world. Haiku plays an important role in the EU-Japan relations. We share not only commercial and political links but also cultural".

After his remarks President Van Rompuy read one of his haikus from his new collection, before posting it in the Matsuyama Haiku-post.

*An old dog faithfully  
plodding at his master's side.  
Growing old together.*

More coverage from this event is available on the website of the Mission of Japan to the EU.

Source: Mission of Japan to the European Union

[http://www.eu.emb-japan.go.jp/Haiku\\_II\\_launch.html](http://www.eu.emb-japan.go.jp/Haiku_II_launch.html)

## Tokyo Business & Investment Seminar 2014 to be held in Germany

27 & 30 January 2014, Dusseldorf & Munich, Germany

The Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government will hold the Tokyo Business & Investment Seminar in Dusseldorf and in Munich, Germany, under the theme of "Environment and Energy Technology & Business Opportunities in Tokyo."

With aims to promote Tokyo's attractive business environment and to promote foreign companies to make inroads into the Japanese market, this seminar will offer presentations by four companies from Tokyo that have excellent environmental technologies. Additionally, the program includes lectures on Japan's environmental and energy technologies and talks given by German companies that successfully entered the market in Tokyo.

Additionally, during the seminar, the organisers will hold a business matching session with the above-mentioned four small and medium-sized companies in Tokyo to offer an opportunity to find a business partner.

### [Dusseldorf]

Date & Time: 27 January 2014 (Monday) 9:30-12:20

Venue: Hotel Nikko Düsseldorf (Immermannstraße 41, 40210 Düsseldorf)

Program: Japanese / German

Following the seminar, a business matching session with the companies from Tokyo will be held

### [Munich]

Date & Time: 30 January 2014 (Thursday) 9:30-12:20

Venue: Maritim Hotel München (Goethestraße 7, 80336 München)

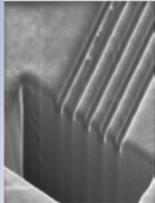
Program: Japanese / German

Following the seminar, a business matching session with the companies from Tokyo will be held.

## Business Matching Session (Dusseldorf & Munich)

Please refer to the following website for detailed information on the products of each company (German only).

[http://www.ichgmbh.com/whats-new-de/Tokyo\\_Investment\\_und\\_Business\\_Seminar\\_2014](http://www.ichgmbh.com/whats-new-de/Tokyo_Investment_und_Business_Seminar_2014)



Art Beam Co.,Ltd.,

Hachioji City

Product: NTA Glass - Nano Technology Assorted Glass

New glass material that features the property of electrical conductivity.

<http://www.artbeam.co.jp/eng/>



Japan Nano Coat Co.,Ltd.,

Taito City

Product: AS-LR Coat

Anti-Static Low Refraction coating for solar panel glass plates.

<http://www.japan-nano.co.jp/>



Nogamigiken Co.,Ltd,

Meguro City

Product: Handheld Punch

World's smallest class ultra-precision die, used for stamping electrodes (Li-Ion batteries).

<http://www.nogami-gk.co.jp/>



Sketch Co.,Ltd.

Taito City

Product: IRUV Cut Coat

Heat shield/insulation glass coating.

Product: Self-Cleaning Coat

Super-hydrophilic, antistatic, antifouling coating.

<http://www.sketch.co.jp/english/>

Contact concerning the Tokyo Business & Investment Seminar and the Business Matching Session  
JETRO Dusseldorf (Mr. Miyasaka) - Email: Kazuyuki\_Miyasaka@jetro.go.jp - TEL:+49 0211-13602-28

Source: JETRO Kanto

**JETRO**  
Japan External Trade Organization

## Japan Pavilion - Culinary delights from Japan at Anuga



"The Japan Pavilion at this year's Anuga has been an absolute success", Dai Ueda, Director General of the government-related trade and investment promotion organisation JETRO, sums up the performance of the 34 Japanese exhibitors. Anuga is the world's leading food fair for the retail trade and the food service and catering market. It takes place in Cologne every two years.

One highlight was certainly the performance of the German celebrity chef and fusion food expert Steffen Henssler who was only recently appointed "Umami Ambassador" in an image campaign of the Japanese Ministry of Agriculture, Forestry and Fisheries (MAFF). In Japanese you say "umami" to express your delight with a particularly tasty dish – a word that could be heard a lot from the many visitors tasting the Japanese delicacies served in the show kitchen of the Japan Pavilion.

Since the import of Japanese beef into the European Union is no longer restricted under EU legislation, it was possible to exhibit original Japanese wagyu beef for the first time. Those who have already been lucky enough to taste original Japanese wagyu rave about the intensely marbled meat that

almost melts in your mouth and has a rich, luxurious taste. Original Japanese wagyu is expected to be available in Europe in the near future.

Nowadays, people pay more and more attention to eating a healthy, low-fat and low-calorie diet. Gluten-free food is becoming increasingly popular as well. The Japanese cuisine has always been known for its healthy and delicious dishes. Japanese ingredients can easily be used in traditional local dishes that taste good and are healthy at the same time. Among the many other exhibits at the Japan Pavilion were gluten-free noodles from rice flour, low-fat/low-calorie shirataki noodles, rice, yuzu (lemon) products, bio-miso (fermented soybean paste), organic green tea, sake, beer, sauces and spices, kombu (seaweed), etc.

Source: JETRO Düsseldorf

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

## Establishment of the Japan Cosmetic Center



Photo taken at the ceremony of JCC establishment

The Japan Cosmetic Center (JCC) was established in the city of Karatsu in Saga Prefecture, Japan, on 11 November 2013. The Center will serve as the core organisation in the Karatsu Cosmetic Project, a project that is being pursued in the Karatsu area in northern Saga Prefecture.

Research into medicinal herbs is being conducted in partnership with universities in the area to take advantage of the region's rich natural environment. In recent years, the project has facilitated the development of a uniquely local pharmaceutical industry in Saga Prefecture based on traditional herbal medicine and enticed numerous cosmetics companies to establish a presence in Karatsu.

As part of its effort to position itself as a strategic base for companies looking to tap into

the rapidly growing Asian market, the Karatsu area entered into a partnership agreement with Cosmetic Valley, a French business cluster specializing in cosmetics, in April 2013.

Saga Prefecture governor Yasushi Furukawa visited Cosmetic Valley in Chartres, a city located to the southwest of Paris in France, in October 2013. During that trip, Governor Furukawa met with Honorary Chairman Alban Muller, whom he told, "Our goal is to create a partnership between the cities of Karatsu and Chartres that symbolizes a new type of business exchange that goes beyond past exchanges between great cities such as Tokyo and Paris or between regions. At the same time, we hope to contribute to the health and beauty of people worldwide." Chairman Muller sounded a similar note, saying, "The areas around both Chartres and Saga Prefecture are

home to flourishing agricultural sectors that have supported their respective countries, and I believe that our two regions share the same basic philosophy of valuing humankind and the Earth (nature) that lies behind Cosmetic Valley. I look forward to developing relationships such as this one in the future."

The Karatsu Cosmetic Project is dedicated to building a business environment in the cosmetics field through partnerships linking industry, academia, and government. It is actively working to facilitate business exchanges with overseas organisations and companies in France and other countries; development of global markets, particularly in Asia; research into natural ingredients; and development of high-quality products. The project is also seeking to attract companies in the cosmetics industry and create employment opportunities in Saga Prefecture, particularly in the city of Karatsu and the town of Genkai, and by extension throughout northern Kyushu.

The Japan Cosmetic Center (JCC) is expected to create new value while developing overseas markets through an approach to collaboration that combines the strength of French brands with Japanese technological capability.



<http://karatsu-cosme.com/jcc/>

## JETRO and PAIiZ Conclude MoU

On October 25th, the Japan External Trade Organization (JETRO) and the Polish Information and Foreign Investment Agency (PAIiZ) signed a Memorandum of Understanding (MoU). The agreement was conducted in Japan on the occasion of the Polish Deputy Prime Minister and Minister of Economy Janusz Piechociński visit to the country. The ceremony was attended also by the Japanese Minister

of Economy, Trade and Industry Toshimitsu Motegi. The agreement will strengthen JETRO and PAIiZ's partnership through exchange of information on investment opportunities in both countries and will support Polish and Japanese entrepreneurs.

Source: JETRO Warsaw



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

## ICI-ECP Education Cooperation Programme Between the EU and Japan - Selection in Year 2013

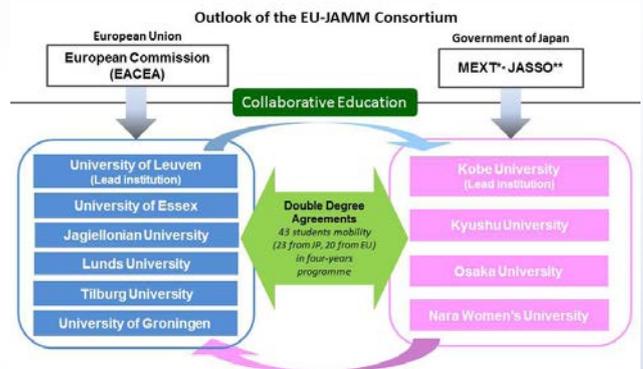
Industrialised Countries Instrument - Education Cooperation Programme (ICI-ECP) refers to EU and partner countries including Japan which started in 2002 with the objective of gaining experience and fostering bilateral relations. One of the selected programmes in 2013 was EU-JAMM (EU-Japan Advanced Multidisciplinary Master Studies) programme, led by the University of Leuven representing six universities in the EU, and by Kobe University representing four universities in Japan.

EU-JAMM is designed to foster multidisciplinary competence of master students, focusing on knowledge, understanding, and comparative perspectives related to past, current, and future EU-Japan relations. Consisting of 10 universities from the EU and Japan, EU-JAMM consortium envisions fostering multidisciplinary competence by focusing on understanding the comparative perspectives of EU-Japan relations through studying for double master degrees from both regions. During the four-year programme, 43 exchange students (20 from the EU and 23 from Japan) will be host-

ed at one of the respective counterpart universities in the EU or in Japan.

The established curriculum enables 43 students to comprehensively explore and analyse EU-Japan relationships from the perspectives of the humanities, social and natural sciences. In addition to its focus on the EU and Japan and their interactions, EU-JAMM offers local language and culture courses as well as internship opportunities for students. In this way Japanese students will become 'EU experts' with a deeper understanding of the EU as well as its cultural composition. European students, meanwhile, specialise in Japan's global role from both a historical and contemporary perspective.

EU-JAMM will be the first multidisciplinary master's DDP between the EU and Japan.



EU-JAMM will play a vital role in new international curricula that will have its genesis in Japan.

For more information, please contact Centre for EU-Japan Collaborative Education (EJCE), Kobe University at: [ejce-admi@office.kobe-u.ac.jp](mailto:ejce-admi@office.kobe-u.ac.jp)



<http://www.ejce.kobe-u.ac.jp>

## Cluster Cooperation Between Saxony and Yamagata Prefecture



Mr. Awa, Chairman of the Joint Committee about New Industry Creation in Yonezawa and Mr. Haenel, second Chairman of OES.

On 1 November 2013, a Memorandum of Understanding (MoU) was signed between Organic Electronics Saxony e.V. (OES), Germany and the Joint Committee about New Industry Creation in Yonezawa.

With this MoU the two organisations agreed to expand cooperation for the internationalisation of the field associated with organic electronics.

Yamagata University Faculty of Engineering has formed a delegation consisting of public institutions and private companies as one of the efforts towards the construction of an international organic electronics research centre.

With the Help of the Japanese Embassy in Federal Republic of Germany, they have already made inspections in Dresden, Saxony concerning industrial policy initiatives, basic research, commercialization research and trends such as venture companies. And they have been deepening international and regional exchanges for recent three years by accepting delegations twice from Germany and holding a joint symposium in Tokyo.

The initial exchange on a inter-regional level mostly based on research and human interaction, is now expected to migrate to a business exchange level involving companies.

In response to this trend, the Joint Committee about New Industry Creation in Yonezawa has applied for preliminary survey of the JETRO Regional Industry Tie-up program (RIT) and has received support from the Japan External Trade Organization (JETRO). They have initiated business development with seven companies from local organic electronics and related industries, as well as coordination of technology development with Saxony, Germany and a preliminary survey of the cluster with a view towards the expansion of sales channels.

As they continue to promote the research project related to the Regional Industry Tie-up program, OES and the Joint Committee about New Industry Creation in Yonezawa which are sustaining the industrial cluster of organic electronics in common, agreed to enter into a memorandum of understanding and has signed it to establish further beneficial cooperation such as information exchange, personnel exchanges, and holding of joint symposiums.

OES is a network organisation of industry, academia and government, which was established in October 2008 with a view to make Saxony an international base for organic electronics. Three Institutes under Fraunhofer Gesellschaft, Dresden Technical University Institute for Applied Photo Physics (IAPP) and 15 enterprises are the members.



<http://www.sachsen.de>

## Japanese Green Tea and the EU Market

This year's 5th World Green Tea Festival was closed by an introduction by JETRO of several significant buyers of Japanese fine teas, who were just returning from a JETRO hosted tea plantation visit.

Four of the buyers came from the EU, one from France, one from UK and two from Germany, four buyers were from the USA. All of them confirmed that this visit will encourage them to buy more teas from Japan, as it had clearly been demonstrated that there were no more concerns about decreases in tea leaf quality resulting from the March 2011 disaster.

The 5th International Conference on O-CHA (Tea) Culture and Science took place from 6 to 8 November 2013, followed by the 5th World Green Tea Conference and the O-CHA Tea Festival and Trade expo. All events were hosted in the Granship Convention Centre in Shizuoka town, Japan's green tea capital city. Crowds were visiting the trade show whilst many scientists and tea professionals attended the conference sessions.

The research updates and new findings as well as the poster session were chaired by



Professor Yukihiro Hara, who also remitted awards to several of the young scientists.

The Green Tea Conference was chaired by Professor Masashi Omori. The focus throughout these 5 days was on green tea production and consumption, highlighting the latest developments in the various tea economies and in tea science.

Valuable data were shared about the EU and the US market on the consumer side and about the Chinese and Indian market on the producing side. Many findings about the health benefits of tea and the market potential for tea based nutra-ceuticals were presented as well as work on new health ingredient rich and high quality tea plant varieties.

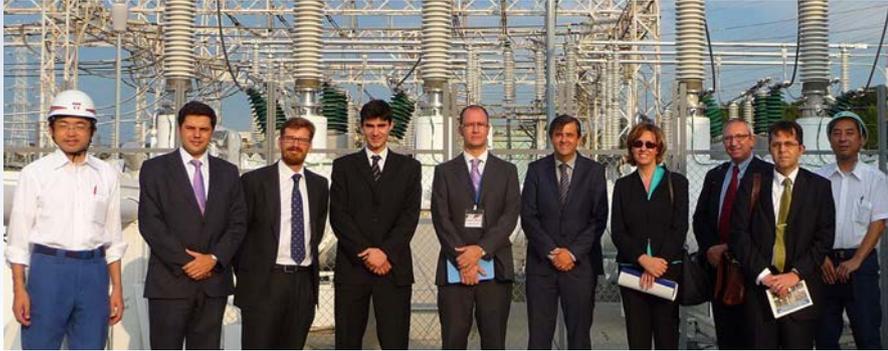
The overall conclusion from all the sessions and presentations was clearly that Japanese fine teas have a considerable export potential because of their unique taste profile. This will be further enhanced by the tea & health message based on scientific research. An overall desire for more educational and informative material about the specificities of Japanese teas was expressed by the importers in the EU and the USA, which was well noted by the "World Green Tea Association" based in Shizuoka City.

Source: Barbara Dufrene, "La Nouvelle Presse du Thé"



<http://www.o-cha.net>

## Spanish Technological Centre Approaches Japan for R&D Projects



The technological centre ainia, a private association serving more than a thousand companies every year, has started cooperation with Japan in October by visiting companies connected to the food industry and taking part to the Spain-Japan Forum, officially opened by the highest government representatives, at the Keidaren Kaikan in Tokyo.

ainia was created in 1987, with the objective of being a very practical instrument of competitiveness for SMEs in the food sector, as well as in renewable energies (biogas), food packaging, equipment and cosmetics. The types of activities done are projects of R&D, technical assistance and analytical services, mainly in Spain, but also in other countries through collaborative actions, institutional contracts and public tenders. With nearly twenty projects of research financed by different EU programs,

ainia can offer to Japan scientific expertise, applicable to the improvement of products and processes, and also a good partner for the next Horizon 2020 program.

Having said that, the core purpose of the visit was the identification of potential links with companies willing to develop bilateral projects under the CDTI-NEDO scheme. On behalf of Spain, the CDTI (Centre for Industrial Technological Development, <http://www.cdti.es>) was supporting a workshop focused on technological solutions for smart grids, which is very relevant to the integration of renewable energies as a source of power. A visit to the TEPCO Asahi Substation (Yokohama City, Kanagawa) and to the Central Research Institute of Electric Power Industry (CRIEPI) in Yokosuka, were part of the programme.

 <http://www.ainia.es>

## Czech Republic and Japan Growing Together in Nanotechnology Sector

Czech companies that have started specializing in nanotechnology years ago are currently becoming more and more respected players in the global arena. The great advancement of Japan in this sector has garnered interest from the Czech side.

In the last two years the Czech Republic was the only country from Central-Eastern Europe to set up its own pavilion in the International Nanotechnology Trade Fairs Nano Tech (<http://www.nanotechexpo.jp>). Also the Czech institutions have been recognized by Japanese scientific bodies. Participation of the Czech Republic in Nano Tech 2011 resulted in an agreement of cooperation between the Technical University of Liberec in the Czech Republic and Shinshu University in Japan. The two academic intuitions agreed to cooperate in the field of flat nanofibre structures production.

Another example is a case of the company Advanced Materials – JTJ s.r.o. from the Czech Republic. The Czech company was judged by the event's organiser as the firm with the greatest potential for the

Japanese partners. During the fairs, another Czech company Pardam s.r.o. initiated discussions with the three large Japanese players Toshiba, Panasonic and Mitsubishi. As the Czech nanotechnology sector is growing not only in terms of its size, but also becoming more and more mature offering more and more advanced technologies, the room for cooperation with the Japanese institutions is increasing.

The importance of the Czech companies in the Japanese market was underlined by attendance of the Czech ambassador to Japan Ms Katerina Fialkova who participated in the Nano Tech fairs in Japan both in 2012 and 2013.

Indeed, various ways of cooperation or types of partnerships between the Czech Republic and Japan can drive the continued increase of significance of the Czech companies in the global arena.

Source: By Michal Klocek, Group Business Development Manager, Hitachi Europe Ltd, Warsaw, Poland

## A Collaborative Partnership Between Chemnitz and Sendai

The Agreement on Academic Exchange was signed by Technische Universität Chemnitz, Germany and Tohoku University, Japan

Technische Universität Chemnitz Rector Arnold van Zyl and Tohoku University President Susumu Satomi signed the Agreement on Academic Exchange on October 31, 2013, in the presence of His Excellency Mr. Takeshi Nakane, Ambassador Extraordinary and Plenipotentiary to the Federal Republic of Germany from Japan, and the Honorable Ms. Emiko Okuyama, Mayor, City of Sendai.



The collaborative partnership between Technische Universität Chemnitz and Tohoku University was formed by two exceptional researchers, Prof. Thomas Gessner and Prof. Masayoshi Esashi. Prof. Gessner is not only the Director of the Center for Microtechnologies of Technische Universität Chemnitz, but also the Director of the Fraunhofer Institute for Electronic Nano Systems ENAS. He was invited as Principal Investigator for MEMS laboratory upon the establishment of the Tohoku University World Premier International Research Center Initiative - Advanced Institute for Materials Research (WPI-AIMR) on October 2007. Prof. Esashi is Principal Investigator and Group leader of the Device/Systems Group in the WPI-AIMR and the director of Micro System Integration Center  $\mu$ SIC at Tohoku University. He is a MEMS pioneer. Prof. Esashi was awarded the honorary doctor's degree from Technische Universität Chemnitz in October 6, 2008, for his engagement and his contributions to the development of MEMS.

This Agreement also includes a MOU on Student Exchange which anticipates the promotion of exchange not only in research but also in education. This tie will also expand further advanced collaboration between Germany and Japan.

 <http://www.tohoku.ac.jp/english/2013/11/news20131101-01.html>

## Nippon Export Awards 2013-2014

The Nippon Export Award is a biennial award, given to the most successful company exporting to Japan, importing into Japan or distributing within Japan, Belgian-Luxembourg products or services for the year 2013. This year the Award went to GODIVA JAPAN, Inc., the famous Belgian chocolate brand and active in Japan since 1972.

The jury praised Godiva Japan for its innovative and far-reaching new strategy. Their strategy to develop entirely new products based on chocolate, increased significantly the reach of the brand in a stagnant market.

*"With its successful product diversification, Godiva Japan became within Godiva worldwide an example and a supplier to other Godiva markets outside of Japan. Godiva has also a very strong Belgian image and can be considered as one of the leading Belgian brands in Japan",* said Fabrice Tilot, President of The Belgian-Luxembourg Chamber of Commerce in Japan.

*"We are very honoured to receive the Nippon Export Award 2013-2014, as Japan is a key strategic market for us. We have built our brand over the years in Japan through strengthening our tradition based on Belgian credentials, and embracing innovation through product and channel development. In the recent years, as the Japanese economy and the chocolate category were stagnating, we implemented a new consumer strategy to delight our existing consumers and recruit new consumers through innovative products offering, better service, and a new advertising approach."*



Jerome Chouchan, President & Representative Director of Godiva Japan receiving the thistle big plate "An Indomitable Spirit" made by Masaya Imanishi.

*"The Nippon Export Award is a great recognition for all our employees and partners who worked with tremendous creativity and passion to build successfully a sustainable and profitable growth. This Award will also strengthen our commitment to delight our Japanese consumers with the ultimate chocolate experience.",* said Jerome Chouchan, President & Representative Director of Godiva Japan.

The Nippon Export Award is an initiative of the Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ). Its aim is to support and promote the business links between Japan and Belgium-Luxembourg.



<http://www.blccj.or.jp/en/new/godiva-japan-winner-nea-2013>

## Belgium's Promethera Biosciences and St. Luc University (UCL) Receive Praise in Japan

An article in the Japanese press is praising the quality of research in cellular therapy at the UCL within the laboratory of Prof. Etienne Sokal and at Louvain-born spin-off Promethera Biosciences.

The article on regenerative medicine, recently published in Japan's second largest newspaper, the Asahi Shimbun, highlights the research of Prof Etienne Sokal, hepatic paediatrician at St. Luc University's Institute of experimental and clinical research and for Promethera Biosciences in the field of liver disease treatment using stem cells. In just 4 years this young company created by Prof. Etienne Sokal has experienced a spectacular development and international recognition. In 2013, Promethera capped an exceptional fund raising level of €23.6 million thanks to the support of private investors and Belgium's Walloon Region. Promethera Biosciences, a company specializing in the treatment of liver pathologies using stem cells, developed a flagship product, HepaStem which, when injected directly into the vein drains the liver, allowing to spare the patient from liver transplant, expensive intervention and, in certain cases, unrealizable interventions.

<http://win-health.org/belgiums-promethera-biosciences-and-st-luc-university-receive-praise-in-japan/#sthash.0gjwcalV.dpuf>

## Czechinvest Introduced Latest Investment Climate of the Czech Republic at Seminar in Japan

On the 23 October 2013 CzechInvest, an investment and business development agency of the Czech Republic, organised a seminar in Tokyo, to inform existing and potential Japanese investors about the latest developments in the Czech investment environment. The Highlight of the seminar was a panel discussion conducted by four experienced executives: former presidents of Toyota Czech (Mr. Tachihara) and KYB Czech (Mr. Nishimoto), a mayor of Kolin City (Mr. Vit Rakusan) and a lawyer of CMS Cameron McKenna (Mr. Kawai). *"We inform foreign investors about the latest changes in the Czech business environment. Current hot topics are speed-up procedure of visas and work permits called "Welcome Package" and the amended investment incentives which is now supporting technology centers and shared service centers as well as manufacturing facilities" says CzechInvest CEO, Mr. Marian Piecha.*

Welcoming the record number of 107 participants, the seminar introduced not only the Czech business environment but also real experiences of Japanese representatives who actually set up their manufacturing facilities in the Czech Republic. The audience was also impressed by the presence of a mayor of city Kolin, where industrial zone Kolin – Ovčáry locates, home of four large Japanese companies: TPCA, Yusen Logistics, Toyota Tsusho (Green Metal) and Mitsui Bussan (Mi-King).

*"Kolin city has vast experiences with Japanese companies. As TPCA (Joint Venture of Toyota and Peugeot Citroen) is the largest employer in our region, its activities are also strongly influencing our social and cultural life. I am therefore very pleased for the opportunity to participate in a panel discussion and promote Czech Republic and Kolin city to Japanese potential investors, as a suitable place for their investment projects" says the mayor of Kolin City, Mr. Vit Rakusan.*



More information, contact: Adele Tomičková: [adela.tomickova@czechinvest.org](mailto:adela.tomickova@czechinvest.org)



<http://www.czechinvest.org>

## Japanese-German Symposium

23-24 May 2014, Erlangen, Germany

Pharmacy - a Journey from Edo Times to Modern Pharmaceuticals and Health Economics.

The German Alumni Association of JSPS-Fellows is organizing the 19th Japanese-German symposium jointly with the Bonn Office of the Japan Society for the Promotion of Science (JSPS). Under the title "Pharmacy - a Journey from Edo Times to Modern Pharmaceuticals and Health Economics" three scientists from each country are presenting their findings by offering insights into social aspects as well as in trends in former times and the present day.

Researchers and students are welcome to attend the symposium on 23-24 May 2014 at the University of Erlangen-Nürnberg (Germany). Details of the symposium will be announced online.

The German Alumni Association of JSPS-Fellows was established 1995 by scientists from different disciplines. Since then, the number of members increased to about 350. The association settled a unique "Japan Network" within the German-speaking scientific and academic landscape. This network reaches to Japan: about 40 members live and work in Japan on a temporary or permanent basis.



Deutsche Gesellschaft der JSPS-Stipendiaten e.V.  
ドイツ語圏日本学術振興会研究者同協会

In addition, four Japanese universities with offices in Europe are institutional members of the association.

In close cooperation with the JSPS Bonn Office the German Alumni Association is offering a variety of activities, events and information to support scientific cooperation and exchange between Japan and German speaking areas. The active support of the Association to foster the academic relationship with Japan was honoured by the commendation of the Foreign Ministry of Japan.



<http://www.jsps-club.de>

## Lessons Learnt after the Accident in the Fukushima Nuclear Plant



Mr. Yotaro Hatamura

Bridging 2013 and 2014, the Spanish Ministry of Foreign Affairs and Cooperation and the Japanese Ministry of Foreign Affairs are jointly working in the organisation of the "Japan-Spain Dual Year" as part of the commemorations marking the 400th anniversary of the Keicho Embassy—the first Japanese diplomatic mission to Spain.

In this framework, a lecture series have been planned and are organized by the Japan Foundation and Casa Asia, public institution set up and financed by the Spanish Ministry of Foreign Affairs and Cooperation, the Regional Government of Catalonia and the Madrid and Barcelona City Councils, also a select number of private companies are in its Governing Board.

In this lecture series on relevant topics for both countries, we invited Mr. Yotaro Hatamura, the former president of the government investigation committee, on the 29th of October to explain us the lessons learned by the Japanese government after the nuclear disaster in Fukushima regarding strategic planning and risk prevention.

Mr. Hatamura briefly presented the tsunami episodes that affected the region of Tohoku and Fukushima Daiichi's power plant and

concluded that only accidents for internal reasons had been forecasted and they were not able to anticipate a disaster for external causes and had not made reaction plans for possible multiple accidents. Finally with the purpose of designing an efficient response to a collective emergency situation, Mr. Hatamura said that "To prevent, creative Thinking and Knowledge sharing are the keys of a good risk management".

Following this, another lecture was programmed on the 27-28 of November offered by Mr. Hiroshi Takahashi of Fujitsu Research Institute, who was a Member of the Advisory Panel for Power System Reform. He explained a scientific point of view about energy policy and the promotion of renewable energy with the objective of restraining global warming and as a solution to the perils of nuclear energy.



<http://www.casaasia.eu/>

## 3<sup>rd</sup> EU Asia Top Economist Round Table in Tokyo

On the 27 September 2013, the Dublin based think tank Asia Matters hosted the 3<sup>rd</sup> EU Asia Top Economist Round Table (TERT) in Tsuda College Tokyo with the theme of The New Japanese Economic Environment, Implications for EU Asia Trade.

Asia Matters chose Japan as the first Asian partner country for this flagship conference given the commencement of the EU Japan Economic Partnership Agreement negotiations commenced during Ireland's EU Presidency.

This followed the Asia Matters Second EU Asia Top Economist Round Table held in Dublin on 24 May 2013 during Ireland's EU Presidency at which presentations from Mr. Enda Kenny Prime Minister of Ireland, H.E. Mr. Kojiro Shiojiro, Ambassador of Japan to the European Union, Mr. Hidehiro Yokoo, President of JETRO and Mr. Jean-Luc Demarty, Director General for Trade, European Commission, all highlighted the critical importance of Japan in EU-Asia trade relations.

TERT in Tokyo was kindly supported by Sumitomo Mitsui Banking Corporation, IDA Ireland and KLM Royal Dutch Airlines and was held in cooperation with the EU Japan Centre for Industrial Cooperation. Keizai Doyukai, The European Business Council in Japan (EBC) and The EU Studies Institute in Tokyo (EUSI).

Almost 200 participants engaged with a great panel of expert speakers to examine the challenges and opportunities facing Japan under Abenomics, the progress and business implications of the pending EU Japan Economic Partnership Agreement and the key role of Japan within the broader EU Asia trade relations.

Key addresses were given by Mr. Nobuyuki Koga, Chairman of the Board of Directors, Nomura Securities Co. Ltd, H.E. Mr. Hans Dietmar Schweisgut, EU Ambassador to Japan, Mr. Naoshi Hirose, Director-General for Economic and Social Policy, Ministry of Econo-



H.E. Mr. Hans Dietmar Schweisgut, EU Ambassador to Japan speaking at the Asia Matters Third EU Asia Top Economist Round Table Tokyo 27 September 2013

my, Trade and Industry, Japan (METI) and Mr. Hiroyuki Ishige, Chairman and CEO, Japan External Trade Organization, along with presentations by leading diplomats, economists and senior business executives which may now be viewed/downloaded online in Tokyo TERT section of the website.



<http://www.asiamatters.biz>

## Climate Change Workshop

31 October 2013, Aachen, Germany



How does climate change effect sewer systems and wastewater treatment plants in Japan and Germany? These and other related questions were discussed by researchers from both countries during a workshop held at RWTH Aachen University.

Prof. Pinnekamp from the Institute of Environmental Engineering of RWTH Aachen University hosted the event which was embedded in a scientific exchange programme between the University of Tokyo and RWTH Aachen University. The exchange formed part of the DAAD financed program "Partnership with Japan and Korea".

Prof. Hiroaki Furumai from the Research Center for Water Environment Technology of the University of Tokyo and Dr. Hiroki Itokawa from the Japan Sewage Works Agency contributed experiences from Japan, where extreme rainfall already plays an important role in the dimensioning of (combined) sewer systems. Certainly both countries can learn a lot from each other's strategies of handling with extreme weather conditions proving again the importance of scientific exchange programs. At the same time the long tradition of cooperation between RWTH Aachen University, the University of Tokyo and the Japan Sewage Works Agency was strengthened again.

<http://www.isa.rwth-aachen.de>  
<http://www.env.t.u-tokyo.ac.jp/e/index.html>  
<http://www.jswa.go.jp/e/eindex.html>  
<http://daad.de>

## Belgian Beer and Food Academy The First Ever BLCCJ Food Pairing Event

Thanks to the Belgian Beer Weekends in Japan (5 different locations in 2013: Nagoya, Yokohama, Osaka, Fukuoka and Tokyo), Belgian beer has become a well-known product in Japan. In the hope that Belgian food pairing becomes the next hot topic, the Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ) - with the support of the Federal Public Service Foreign Affairs of Belgium, Flanders Investment and Trade (FIT), Walloon Export and Foreign Investment Agency (AWEX), Brussels Invest & Export (BI&E), and Flanders Agricultural Marketing Board (VLAM) - organized the "Belgian Beer & Food Academy", the BLCCJ's first food pairing event.

On Tuesday 1 October 2013 about 90 people gathered at Hilton Tokyo to attend a seminar about Belgian food products, their pairing with Belgian beer, and the relation with Belgian history and tourism. 4 panelists shared their passion and their insights: Hilton Tokyo Executive Chef, Mr. Philippe Egalon; Director Belgian Beer In-



formation Center, Ms. Hitomi Sato; Japan Representative Flanders Investment & Trade, Mr. Dirk De Ruyver; and MC, interpreter and coordinator, Ms. Pascale Oba.

The menu was focused on Belgian vegetables chicory, celeriac and leek, which were sent over from Belgium especially for this event, but are not yet widely known in Japan. The aim of the event was to increase the export of Belgian F&B to Japan by increasing the awareness among Japanese F&B professionals of the potential of Belgian food and Belgian beers. The large attendance from Japanese side showed that there is indeed a growing interest in Belgian cuisine.

<http://www.blccj.or.jp>

## 2<sup>nd</sup> ELITES General Meeting

4-5 December 2013, Tokyo, Japan



The first day of the meeting was hosted by the European Delegation in Japan and the second day by the University of Tokyo, in the Hongo Campus.

The ELITES project is a joint collaboration between Japanese and European research institutes and universities involved in the Einstein gravitational wave Telescope (ET) and KAGRA projects, headed respectively by the European Gravitational Observatory (EGO) and the Institute for Cosmic Rays Research (ICRR)- University of Tokyo.

ELITES, funded by the European Commission under Marie Curie Actions (FP7-IRSES), supports the exchange between Europe and Japan of scientists involved in the Gravitational Wave (GW) research with a special focus on cryogenic technologies for these complex detectors. GW, emitted by catastrophic events in the Universe, are predicted by the Einstein's General Theory

of Relativity. GW direct detection, because of the tremendous technical difficulties of realizing a detector sensitive enough to catch the faint space-time ripple caused by their passage, is still missing. A new generation of GW giant interferometers, under completion in Europe (Advanced Virgo), USA (Advanced LIGO) and Japan (KAGRA), will detect the first GW signal in the next years, but to open the era of the GW precision astronomy the step forward promised by ET is needed.

The precision mechanics, optical and cryogenics technologies, developed in collaboration by the Japanese KAGRA and the European ET scientists were the main subjects of the 2nd ELITES workshop.

<https://events.ego-gw.it/indico/conferenceDisplay.py?ovw=True&confId=7>

<http://www.et-gw.eu/descriptionelites>

## Tallinn University of Technology Signed new Contract with Mitsubishi Motors Corporation

Mitsubishi Motor Corporation (MMC) and Tallinn University of Technology (TUT) are working closely together in researching the efficiency and ease of use of electric vehicles.

While processing data from electric vehicles, TUT's researchers identified various user behaviour patterns and compared them with the direct user experience. In this way, the most efficient uses of electric cars under Estonian conditions were discovered.

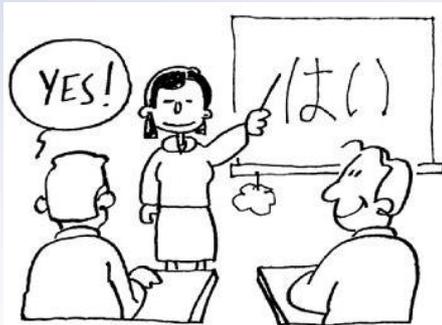
"The Mitsubishi contract will enhance our scope in Asia. Estonia has been a bold electric car project launcher. With a limited budget and human resources it is important to remain focused, and one of our priorities is the ICT sector," said Tea Varrak, TUT's Vice-Rector for Innovation and Internationalisation. "This is not our first project with one of the world's leading car manufacturers, MMC, and we are very proud that MMC values the work done by our students and researchers," Varrak added.

Source: Tallinn University of Technology

The full article is available online. <https://www.ttu.ee/news/news-2/university-2/tut-signed-new-contract-with-worlds-leading-car-manufacturer-mitsubishi/>

## Commercial export mission to Japan

19 - 26 October 2014



*in commercial export*

### Who should be interested?

The YES Program aims to train young executives from SMEs from Belgium and Luxembourg in successful Japanese business practices, at moderate costs, and in a short amount of time.

### Program in short

In 2014, the Belgian-Luxembourg Chamber of Commerce in Japan, and the Belgium-Japan Association & Chamber of Commerce will organize a one-week training program in Japan, beginning with briefing sessions in Belgium. The programme will consist of 1 day of group studies (lectures and company visits) and the remaining days will be spent introducing each participant to the potential customers in his 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 will cost your company little. The organizers will bear most of the direct costs of your trip to Japan, including your economy class airplane ticket, accommodation during the whole program, organization of seminars, Japanese language lessons, a reception at the Embassy where you can invite potential business contacts, and commercial support. A token fee of 1,450 EUR to partially cover expenses should be paid.

### How to apply for the YES program?

Deadline for applications is March 30, 2014. Together with your application letter, we will ask you to send the following documents in English, only by electronic means and by e-mail to [info@bja.be](mailto:info@bja.be) :

- The application form (on-line application)
- A profile of your company
- Catalogues of the products/services you intend to promote in Japan
- A resume of the applicant
- Financial Statement of the company
- A tentative market study of the Japanese market
- Overview of your activity in Japan to present (if any)

For more details, please contact the Belgium-Japan Association & Chamber of Commerce (BJA)



<http://www.bja.be>

## Franco-German Industrial Cooperation – Joint Factory Visit



France and Germany celebrated 50 years of friendship in 2013. To mark the close relationship between both countries, the industry attachés of the German and French embassies in Tokyo jointly toured Nissan Motor's plant at Oppama, Kanagawa prefecture. Celebrating its 80th anniversary in Nov. 2013, Nissan is today a unique example of Franco-Japanese-German cooperation, combining the know-how of Nissan's, Renault's and Daimler's automobile design and manufacturing capabilities. With over 30 production sites in 20 countries including 5 production sites in Japan, Nissan is a truly global player.

The 1.71m2 Oppama plant with its 3,100 employees has an annual production capacity of 240,000 vehicles per annum.

It boasts its own logistics area including a sea port for exporting its vehicles, an R&D centre, as well as test driving and production areas. Several of Nissan's 150 suppliers are located on site ensuring a steady supply of the 25,000 – 30,000 critically important parts required for every vehicle.

At Oppama, Nissan produces its Sylphy, Juke, Cube and electric LEAF models all on a single automated assembly line system. The company's global sales in 2012 topped 4.4 m cars, or 5.8% of the global market. Nissan sees a bright future for its EVs. 50,000 of its sold units and one in eight cars rolling off its assembly line in Oppama are LEAFs. According to a survey, 80% of customers drive less than 100km/day, a distance the LEAF – with a reach of 228 km – can easily cover. Japan is likely to see the development of 4,000 quick charging stations in 2014 greatly improving the infrastructure of EVs. The visit was a great opportunity to highlight the benefits of cooperation across nations – both from an industrial as well as a governmental perspective.

Source: Nissan Motor Co., Ansgar Sickert (Deutsche Botschaft), Frédéric Sauvage (Ambassade de France)

## JOB OFFER

Human Resources Assistant (m/f)



ROHM Semiconductor is one of the major global semiconductor companies with over 20,000 employees.

ROHM Semiconductor design and produce a very wide range of electronic components, from IC's (ASIC, ASSP) to discrete, optoelectronics and passives.

Their product range also comprises thermal printheads and contact image sensors. ROHM in Europe was established 40 years ago and is based in Willich (close to Düsseldorf), Germany.

The company serves the European market with their sales forces located in 10 offices and at the European Design Centre.

**For their location in Willich near Düsseldorf the company is looking for a:**  
Human Resources Assistant (m/f)

### Key responsibilities:

- Assistance and support of transferred Japanese employees in Germany
- Communication with headquarter in terms of Human Resources related matters
- Preparation of presentations and reports
- Advisory service to employees in health issues
- General correspondence (internal/external)
- Diverse project work

### Job requirements :

- Commercial apprenticeship or University degree
- Adequate experience in a similar position
- Excellent command of English and Japanese (native speaker level), ability to speak German
- Very good interpersonal skills with positive and team player attitude
- Excellent skills in MS Office applications

Please send your application including your salary expectations and the earliest date you would be available to start work to: ROHM Semiconductor GmbH  
Human Resources  
Karl-Arnold-Straße 15  
D-47877 Willich, Germany  
Phone: +49 2154 921-141  
[jobs@de.rohmeurope.com](mailto:jobs@de.rohmeurope.com)

An interesting and varied job within a cooperative international working environment awaits you!



[http:// www.rohm.com/eu](http://www.rohm.com/eu)

## EXPERTS' WEBINARS

On the 3rd of December 2013, the EU-Japan Centre unveiled the first in its year-long series of webinars for EU companies wishing to work with or in Japan. The webinars will also be of interest for all EU non-profit or supporting organisations whose activities include assisting EU companies in their Japan-related internationalisation activities. These hour-long webinars will be presented by experts in their fields and will cover a wide range of topics.

### WEBINAR #02 - WHY JAPAN?

#### Opportunities for EU Companies

##### What will you learn in this webinar?

In 40 minutes, from the comfort of your desk, you will discover:

- Basic business facts and figures about Japan
- The economic liberalisation policies of the Cabinet of Prime Minister Abe
- Behind-the-scene insights into the EU-Japan FTA negotiations
- Concrete and practical business hints and tips about opportunistic market segments in Japan

To register, please go to: <http://www.eubusinessinjapan.eu/library/event/webinar-02-why-japan>

For the complete list of webinars:

 <http://www.eubusinessinjapan.eu/events>

## End of Year Traditions



### BY THE EXPERT

*Masako Kato, Intercultural management consultant, itim international, Helsinki, Finland*

The end of the year is around the corner. This is a time full of traditional rituals. In the business context: offices are decorated with Christmas trees; many companies send Christmas cards; give employees "Christmas Parcels" and organize Christmas parties. And on Christmas Day, some people visit the church. The New Year itself is celebrated with fireworks and Champagne.

What are Japan's end of the year traditions? They decorate their homes and offices with Shinto related materials. They give OSEIBO (end of the year gift) to the persons who have helped them advance in their life such as their university professors, managers, relatives, and to their go-between! In a business context, suppliers give OSEIBO to clients and not the other way around. Japanese have their "BONENKAI" (Year-end party) and they exchange NENGAJYO (New Year's card) on January 1.

One of the most asked questions regarding this season is if Japanese celebrate Christmas. The answer is a simple NO from a religious perspective. Only 1% of the Japanese are Christian. However you can see everywhere Christmas decorations and many children get Christmas presents. It is pure commercialism.

Even non-observant Japanese usually go to a Buddhist temple at midnight on New Year's Eve and ring "JOYANOKANE" (Bells on New Year's Eve). And on the New Year's Day, half Japan goes to "HATSUMODE" (New Years' visit to a Shinto Shrine). They worship 2 religions in less than 24 hours, this is Japanese pragmatism. They have no issue having a Christmas party either.

Interestingly enough, these traditional rituals have similar functions both in Japan and Europe: gift giving, exchange of good wishes, throwing parties and feeling a little bit religious. They just have different origins and come in different forms and shapes.

I wish you very happy holidays!

 <http://www.itim.org>

## Japanese-Style Labour Market Model: Losing its Glamor



### BY THE EXPERT

*Maths Lundin, Sweden Japan Consulting, Tokyo, Japan*

Lifetime employment and a seniority-based wage system, two key elements in what is known as the Japanese labor market model, were implemented in the beginning of the 20th century, before World War I. Foreign technology imported to Japan required new skills and it was necessary to keep key workers for an extended period of time. Labor piracy had been a problem for some time and employers have now established in-house training schools. Seniority wage payments and welfare benefits were introduced as an incentive for workers to remain in the company. After World War II, in the 1950s, the present character of Japanese management took form as a system. Labor unions that were established in this period were basically contained within each company and they had only indirect relations with labor movements outside their own company. And this largely contributed to the growth of Japanese enterprises after 1960.

In the book "The Japanese Factory" (1958) James Abegglen brought to the attention three institutional elements – lifetime employment, seniority-based compensation, and enterprise unionism as distinctive features of Japanese management.

The "golden era" of the lifetime employment system was the 1960s and 1970s. In 1979, Ezra Vogel in his book "Japan as Number One" characterized the Japanese model as unique and even argued that it may be superior to the American model. From 1980s, and especially from the 1990s when the Japanese economy faced low growth rates, it became increasingly costly to follow the model as the age composition within corporations turned into an inverted pyramid as the population aged.

From the 1990s and beyond during the "two lost decades" (deflation), companies had to take various actions such as cutting down on overtime, soliciting voluntary resignation and reducing the regular annual pay increase. Two of the main pillars of Japanese management, i.e. lifetime employment and seniority wage system started to get watered down. At the same time, as a way to further cut costs, companies have increased non-regular employment which has been

significantly deregulated compared to regular employment. Currently, about 20% of Japanese workers are lifetime employees. Recent data indicate that the number of Japanese working on non-regular or part-time basis has reached 38.2% of the workforce with a large wage gap compared to regular employees.

Over the years, it became clear that Japan was "anything but" number one: that the Japanese labor market model was not superior to Western models.

In 2013, Prime Minister Abe has launched his "Abenomics": a combination of monetary easing, government spending, and promised structural reforms. Structural reforms, however, still have to be implemented. Through wide-ranging deregulation, it should be possible to expand the consumption allowing companies to reduce the ratio of non-regular employees that would further expand consumption via the salary boost for those becoming regular employees. On the labor reform issue, Mr. Abe hopes to shift Japan away from the rigid employment system that prioritizes stability to focus on growth. But this will most likely require a major change in mindset.

 <http://www.swejac.com>

## Why Europe and Japan need an EPA



BY THE EXPERT

*Philippe Huysveld, CEO, Global Business & Management Consulting, Conflans-ste-Honorine, France*

The first half of 2013 has seen the beginning of formal negotiations between the European Union (EU) and the Japanese government with the purpose of concluding a Free Trade Agreement (FTA) or even an Economic Integration Agreement (EIA). In parallel, Japan has confirmed its participation to the negotiations for the TPP (Trans-Pacific Partnership) Project, including in particular Free Trade with the United States (US).

What a contrast with the eighties, characterized by severe trade tensions between Japan & the US, and to a lesser extent, between Japan & the EU! Japan has come a

long way since then, with a greater opening of its economy to the rest of the world, showcased by the lifting of a certain number of non-tariff barriers and the multiplication of Free Trade Agreements!

Why not make use of this positive evolution? In this article (see full version):

- We analyse in brief the development of Japan's foreign trade in the post-war period and illustrate it with the case of the Automotive Industry: the Genesis of Trade Tensions with Japan (Source: "Lecture Economique de l'Histoire du Japon" (eBook), Philippe Huysveld, Amazon Kindle)

- We review the Economic Integration Policy of Japan in the XXIst century
- We list up the Benefits and Opportunities of an EU-Japan Agreement

(Source: JETRO Paris report of October 2012, following the EU-Japan Economic Seminar entitled "Future visions of EU-Japan partnerships for economic growth.")

- We conclude that, in the current context of creation of Mega Trade Blocks, it would be wrong for Europe and Japan, not to get closer and not to further integrate their already interdependent economies. The impact on both economies would be mutually beneficial thanks to the newly created opportunities.

In 1543, Portuguese were shipwrecked in southern Japan, and were seeking to initiate trade with the locals. In 2013, the Japanese are seeking to develop the same trade with the Europeans: What will our response be?

The full article is available on: <http://www.eubusinessinJapan.eu/library/publication/article-why-europe-and-japan-need-an-epa>



<http://www.gbmc.biz>

## "Embedded Technology 2013" and Japan's Semiconductor Tradeshows



On 20-22 November, 2013 the "Embedded Technology 2013" tradeshow was held in Yokohama, Japan. (<http://www1.jasa.or.jp/et/ET2013/english/index.html>).

"Embedded Technology" is a show that caters to the market of system integration for semiconductor solutions. Together with its smaller sister-show "Embedded Technology West" which is held in July in Osaka (<http://jasa.or.jp/etwest/2013/english/index.html>), it is one of two tradeshows which focuses on the market of embedded solutions, which ranges from IP cores such as generic player ARM and specialty player NXP CoolFlux DSP to Android solutions, embedded and real-time OS to solutions for on-board video and internet access.

A slightly broader audience is addressed by the tradeshow "ESEC" ([http://www.japan-it.jp/en/Concurrent-Shows\\_Spring/ESEC/About/](http://www.japan-it.jp/en/Concurrent-Shows_Spring/ESEC/About/)) which is part of "Japan IT Week Spring" (<http://www.japan-it.jp/en/haru/>) and is organized every year in May at Tokyo Big Sight. Although the ESEC show itself also focuses on embedded hardware and software solutions, its audience is broader simply because of the many concurrent shows addressing cloud computing, data storage, data security etc. The Japan IT Week also has a smaller version in autumn, "Japan IT Week Autumn" (<http://www.japan-it.jp/en/aki/>) which is held in October at Makuhari Messe, about 1 hour out of Tokyo.

The tradeshow "SEMICON Japan" (<http://www.semiconjapan.org/en/>), held in December at Makuhari Messe, about 1 hour out of Tokyo is a major show about semiconductor manufacturing equipment and materials.



BY THE EXPERT

*Dirk Van Eester, CEO, D-VECS, Tokyo, Japan*

"Embedded Technology 2013" (ET2013) was well attended again this year, both in terms of exhibitors and visitors. The 23,984 visitors could find new products and new technologies at around 450 stands.

The most prominent players were ARM, Intel, Texas Instruments, Renesas Electronics, Microsoft and Xilinx. This show also had a few country stands. From Europe, Belgium/Flanders co-operated with DSP Valley to showcase the companies AnSem (analog ASIC design services), NXP CoolFlux Licensing Business (ultra low power licensable DSP cores), Sigasi (tools facilitating and improving efficiency of VHDL design), Sofics (on-chip electrostatic discharge and electrical overstress solutions) and Target (tools for the design and programming of multicore SoCs using application-specific processor cores).

We had the impression that the embedded industry in Japan is gradually recovering and that the attendees of this year's show were again looking for solutions in the context of actually existing projects.



<http://www.d-vecs.jp>



## Successful Partnering Through the Enterprise Europe Network The Japanese Manufacturer and the Swedish Designer



Shinsuke Nakamura and the new products

On 18 December, 2013, a leading Japanese design company specializing in stationeries, Designphil has released a plastic zipper bag with a Swedish design pattern in Japan. Their product will be sold all over Japan, in major lifestyle shops and in design-oriented stationery shops, such as TOKYU HANDS, LOFT, Itoya, and so on.

Swedish designer unit, Edholm Ullenius have offered their 12 design patterns to Designphil. The designer's name will be clearly stated on sales collateral and the product webpage of Designphil.

Designphil produces both product and commercial design for communication tools such as letter pads, greeting cards, coloured paper, clips, and so on. They often have won design awards in Japan and abroad (Design Plus Award, Germany.) They have an affiliated company focusing on distribution of personal stationery, MDS.

First contact of the Designphil to the EU-Japan Centre (EEN Japan) was made on 9 November, 2012. At the end of November, Designphil submitted their partnership re-

quests to the EU-Japan Centre. The EU-Japan Centre submitted the request to the Enterprise Europe Network, and simultaneously informed the Scandinavian EEN colleagues of the request.

In spite of the holiday season, Swedish EEN contact point, Invest in Skåne AB responded quickly and picked up 5 designers as potential partners.

At the end of December 2012, Designphil made a tentative decision on a designer, and began discussing the contract details. In February 2013, Designphil signed a design contract with a Swedish designer unit, Edholm Ullenius, as a result of Enterprise Europe Network partnering support.

*"We had a very limited time to search for potential designers who could offer us Nordic design. Enterprise Europe Network has done a great job finding a perfect designer for our products in a month."* said Mr. Shinsuke Nakamura, corporate office and producer in design center, Designphil.

According to Mr. Nakamura, in the usual designer search process, it often takes them 3 months to find a good designer for their products. In the search process, they use all available channels such as agents, personal networks of their employees, internet, and etc. The most important factor for Designphil was to find a perfect designer in a limited timeframe. They were originally planning to release a new product in July 2013, one of the 2 stationery release peaks in Japan, at the occasion of biggest stationery trade-show "International Stationery and Office

Products Fair Tokyo." (However, with other business factors, they changed their product release plan to December, the second peak of stationery sales.)

*"We record all activities and time spent for the project for cost management and performance measurement. If we can ask the 3rd party to search the designers, and if it is faster than the usual process, it would be idealistic for us. EEN offered us the perfect solution for the partnership search."*

*"More important than efficiency, it was necessary for us to find a GOOD designer, who can make our product looks attractive and edgy." "I think our expectations of the designer are well described in the partnership request form, and accordingly, the Swedish EEN partner picked up good candidates for us"*



*"We have in-house designers. However, for this zipper bag project, we definitely needed a taste of Nordic culture. The design of the Edholm Ullenius was beyond our expectation, and made our product great. If we found a good feedback from consumers about the Edholm Ullenius design, we will apply their design to other products, and definitely would like to collaborate with them again."*

Source: EU-Japan Centre

### Background Information on the Personal Stationery Market in Japan

In Japan, Nordic design has been very popular; it is often seen lifestyle magazines featuring Scandinavian designs in lifestyle products and interiors.

According to Nikkei newspaper article featuring stationery market on 27 Oct 2011: [http://www.nikkei.com/news/print-article/?R\\_FLG=0&bf=0&ng=DGXZZO35917650W1A021C1000000&uah=DF181220092600](http://www.nikkei.com/news/print-article/?R_FLG=0&bf=0&ng=DGXZZO35917650W1A021C1000000&uah=DF181220092600)

In Japanese stationery industry, corporate targeted stationery market has been shrinking. However, on the contrary, in the retail B2C market, personal design-oriented stationery is rapidly growing its market. In Yurakucho LOFT, flagship store of a lifestyle goods chain store with 2500 m2 floor space, has 25,000 items in the stationery corner.

As the personal design-oriented stationery market grows, Designphil's affiliated company, MDS, distributor of design oriented stationery, has continued to break their annual record for sales and profits since 2002. Even the next FY of the Great East Japan Earthquake, they increased their sales revenue by 10%, and it was 8870 Billion JPY. In June 2013 term, sales revenue was 9910 Billion JPY.





## EU-Japan Business Cooperation Opportunities



**REQUEST FOR DISTRIBUTORS IN JAPAN**  
Sector: stationery and office supply  
Italian stationery and office supply manufacturer is looking for distributors  
Profile ID: BOIT20130920001



**REQUEST FOR DISTRIBUTORS IN JAPAN**  
Sector: nanotechnology  
A Belgian nanotechnology company is looking for partners, agents and distributors.  
Profile ID: BOBE20131121003



**REQUEST FOR POTENTIAL PARTNERS IN THE EU**  
Sector: plastic manufacturing  
A Japanese carbon fibre reinforced plastic manufacturer is proposing its services to medical equipment manufacturers  
Profile ID: BOJP20131025002



**REQUEST FOR DISTRIBUTORS IN THE EU**  
Sector: polishing device  
A Japanese polishing device manufacturer is seeking a distribution partner in Europe  
Profile ID: BOJP20131022001



**REQUEST FOR SUPPLIERS IN JAPAN**  
Sector: sport goods  
A French company is looking for Japanese sellers of mini-golf balls and equipment  
Profile ID: BRFR20130702003



**REQUEST FOR SUPPLIERS IN JAPAN**  
Sector: nanotechnology  
A Belgian nanotechnology company is looking for suppliers of new and innovative products.  
Profile ID: BRBE20131121001



**REQUEST FOR POTENTIAL PARTNERS IN THE EU**  
Sector: printing  
A Japanese whole seller is seeking partnership with print related product manufacturers  
Profile ID: BRJP20131018001



**REQUEST FOR POTENTIAL PARTNERS IN THE EU**  
Sector: food taste analysis service  
A Japanese taste analysis service company is offering its services to EU companies in food related business  
Profile ID: BOJP20131025001



**REQUEST FOR SALES AGENTS IN JAPAN**  
Sector: clothing for dogs  
A Finnish company designing and manufacturing clothing and accessories for small dogs is looking for sales agents  
Profile ID: 20130603023



**REQUEST FOR TRADE AGENTS IN JAPAN**  
Sector: packaging  
A UK company specialising in design and production of packaging for the foodservice market is looking for trade agents  
Profile ID: BOUK20131025004



**REQUEST FOR POTENTIAL PARTNERS IN THE EU**  
Sector: virtual stores  
A Japanese information service provider is seeking a partner for their e-commerce web solution of online virtual shop  
Profile ID: BOJP20131009001



**REQUEST FOR POTENTIAL PARTNERS IN THE EU**  
Sector: electric component  
A Japanese film capacitor manufacturer is seeking a distribution partner in Germany, UK, Italy and France.  
Profile ID: BOJP20131211001



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

## nano tech fair 2014

29-31 January 2014, Tokyo, Japan



The 13th International Nanotechnology Exhibition & Conference

## nano tech 2014



The 13th International Nanotechnology Exhibition & Conference

## nano tech 2014

Accelerating Open Innovation through Business Matching

"nano tech Japan", the world's largest nanotech fair, will take place for the 13th time from 29-31 January 2014 in Tokyo.

Under the theme of "Life and Green", nano tech has several symposiums, featuring "Regenerative Medicine, Personalized Medicine" and "Hydrogen Energy Society". nano tech is the premier event for nanotechnology developments not only in Asia but also worldwide.

The event attracts more than 600 exhibitors from around 20 countries and regions. More than 45,000 visitors come to discover the latest nano materials, nano fabrication technology and evaluation & measurement. The use of the "ICS Business Matching System" will create new opportunities for synergies between high technology and products across market borders, while accelerating open innovation.



<http://www.nanotechexpo.jp/>

## Enterprise Europe Network Events

MATCHMAKING OPPORTUNITIES FOR EU AND JAPANESE SMES

### International Water Exhibition SMAGUA 2014

Sector: water related technologies, environmental  
3-5 March 2014, Zaragoza, Spain  
The brokerage event held at Smagua 2014 aims to promote business cooperation in the the water technology and irrigation sector.  
<http://www.iems.es>

### CeBIT Future Match 2014

Sector: ICT, electronics  
10-14 March 2014, Hannover, Germany  
Future Match 2014 at CeBIT, the world's largest computer expo, in Hannover, is the 16th edition of one of the largest and most successful international brokerage events in the Enterprise Europe Network.  
<http://www.b2match.eu/futurematch>

### Hannover Messe 2014: Technology Cooperation Days Industrial Measurement Technology

Sectors: environment, energy, high technologies...  
8-10 April 2014, Hannover, Germany  
Hannover Messe 2014 is the world's leading showcase for new industrial technologies, materials and product ideas. It is the place to acquire new technologies, concepts and solutions and find partners for commercial agreements and for research & technology cooperation.  
<http://www.technologycooperationdays.com>

<http://een.ec.europa.eu/tools/services/EVE/Event/ListEvents>

## Economic week of Japan in Sofia

On 4 November 2014 the Bulgarian Japanese Economic Council and their counterpart from Japan secretary general of JBEC Fuminory Sasaki, opened the Economic week of Japan regional initiative in Sofia.

Among the events during the period 4-8 November was the official ceremony for the BOSEI Quality Award in 2013 with the participation of AOTS Alumni, Tokai Alumni and JICA Alumni associations, as well as the celebration of the 20th Anniversary of the JICA Activities in Bulgaria. The BOSEI Quality Award has been established in 2008 and since then it has been given to SMEs, implementing TQM and successful Japanese practices in their management.

On 5 November at hotel Sheraton-Balkan was held the forum on Innovations and technology transfer among SMEs from Bulgaria and Japan.

More information on <http://www.bcci.bg>

## Export to Japan Officially Launched

More than 100 guests attended the official launch reception at the Ambassador's Residence in Tokyo hosted by Tim Hitchens, British Ambassador to Japan on Monday 25 November.

Tim said: *"Helping as many UK companies as possible Export their goods, services and technologies to Japan is one of the most important things my team does here."*

He added: *"Tonight is about celebrating the start of our partnership together. By working together, we can provide UK companies with far greater and wider support than we have ever done before."*

Export to Japan provides UK companies with information on how to do business in Japan, current opportunities and allows firms to make direct contact with trade specialists based at the Embassy.

In his speech Steve Crane, CEO of Business Link Japan, said the site allowed UK firms to easily access a "wealth of information."

He said: *"This initiative is a great way to bring all of that information together in*

*one place and make a one-stop shop, or one-click shop, where UK companies can go online and find all the resources that they need to help them come into the Japanese market."*

Alison Lambert, BCCJ President, told the audience the site was an example of the BCCJ's core mission values of strengthening ties between the UK and Japan, promoting companies interests and encouraging UK companies to explore the benefits of exporting in Japan.

Source: Export to Japan  
More information on <http://www.exporttojapan.co.uk/export-japan-officially-launched>

## Hokuo Music Fest

On 21 and 22 November Hokuo Music Fest took over Tokyo. Hokuo Music Fest was a trade mission of Nordic export offices and presented Nordic music to the Japanese market in the form of a trade day and two separate showcase events: Hokuo Music Night, which focused on indie and electronic music, and Loud & Metal Mania, which showcased metal music.



Photo credits Petri Artturi Asikainen

A Nordic-Japanese trade day was held on 21 November, where Nordic professionals met Japanese labels, agents and publishers. Each Nordic company hosted its own trade table and showcased its products and artists for Japanese buyers. On the 22 November two concerts were organised showcasing Nordic talent. The acts playing at Hokuo Music Night were Intertwine (Norway), FM Belfast (Iceland), French Films (Finland), LCTRISC (Sweden) and Axl Smith (Finland). The bands that played at Loud & Metal Mania were Battle Beast (Finland), Whispered (Finland) and Smash Into Pieces (Sweden)."

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

## Market Visit to Japan Advanced Engineering

1-5 February 2014, Tokyo, Japan

Organised by the Society of Motor Manufacturers and Traders Limited the Japan mission will give participant companies the opportunity to explore the Japanese markets and get first hand insight into the Advanced Engineering sector in Japan. Japan is proud of its culture of "making things" ("monozukuri"). But it faces growing competition from other lower-cost and increasingly sophisticated manufacturing countries, notably Korea, Taiwan and China.

Anxious to retain its manufacturing heritage Japan is moving up the value chain to focus on highly-engineered advanced components, materials and machinery. That requires ever-more sophisticated tooling, instrumentation and other manufacturing technologies at competitive prices.

Germany and China are both active in trying to meet this need, but the former is expensive and the latter lacking in quality. UK companies, with their proven record of reliability, quality and cost-effectiveness, are therefore finding a ready market.

More information on <http://www.smmmt.co.uk>

## EU and Japan Improve Information Sharing in the area of good Manufacturing Practice using EudraGMDP

The Japanese Ministry of Health, Labour and Welfare (MHLW) and Pharmaceuticals and Medical Devices Agency (PMDA) have started entering information on good-manufacturing-practice (GMP) compliance related to Japanese manufacturers, upon the manufacturer's request, into the EudraGMDP database. This is the first time that information from a non-European regulator has started to be added to EudraGMDP.

The initiative is expected to speed up regulatory processes and save time for importers, manufacturers and regulatory authorities.

This development is part of the mutual recognition agreement (MRA) between the European Union (EU) and Japan.

Source: European Medicines Agency  
More information on [http://www.ema.europa.eu/ema/index.jsp?curl=pages/news\\_and\\_events/news/2013/10/news\\_detail\\_001908.jsp&mid=WC0b01ac058004d5c1](http://www.ema.europa.eu/ema/index.jsp?curl=pages/news_and_events/news/2013/10/news_detail_001908.jsp&mid=WC0b01ac058004d5c1)



DATE/LOCATION	DETAILS	CONTACTS
21 January 2014 Online	<b>WEBINAR</b> Why Japan? Opportunities for EU Companies in Japan	EU-Japan Centre for Industrial Cooperation <a href="http://www.eubusinessinjapan.eu/library/event/webinar-02-why-japan">http://www.eubusinessinjapan.eu/library/event/webinar-02-why-japan</a>
30 January 2014 Tokyo, Japan	<b>AWARDS</b> 2014 French Business Awards	French Chamber of Commerce and Industry in Japan <a href="http://www.ccfj.or.jp">http://www.ccfj.or.jp</a>
6 February 2014 London, UK	<b>WORKSHOP</b> Japanese Studies Post-Graduate Workshop, 2014	Japan Foundation <a href="http://www.jpjf.org.uk/whatson.php#607">http://www.jpjf.org.uk/whatson.php#607</a>
18 February 2014 Online	<b>WEBINAR</b> Challenges of the Japanese Market From first Contact to First Contract	EU-Japan Centre for Industrial Cooperation <a href="http://www.eubusinessinjapan.eu/library/event/webinar-03-challenges-of-the-japanese-market">http://www.eubusinessinjapan.eu/library/event/webinar-03-challenges-of-the-japanese-market</a>
19-20 February 2014 Klagenfurt, Austria	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> WCM in the EU Training Mission 2-day visit to Kostwein Maschinenbau GmbH Application deadline: 10 January 2014	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/Driving-Competitiveness-in-the-EU">http://www.eu-japan.eu/detail-business-programmes/Driving-Competitiveness-in-the-EU</a>
25 February 2014 Online	<b>WEBINAR</b> Japan entry Strategy	EU-Japan Centre for Industrial Cooperation <a href="http://www.eubusinessinjapan.eu/webinar-04-japan-entry-strategy">http://www.eubusinessinjapan.eu/webinar-04-japan-entry-strategy</a>
12 May - 13 June 2014 Tokyo, Japan	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> Training Mission: H RTP 50 Human Resources Training Programme - Japan Industry Insight Application deadline: 13 February 2014	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/H RTP">http://www.eu-japan.eu/detail-business-programmes/H RTP</a>
23-24 May 2014 Erlangen, Germany	<b>SYMPOSIUM</b> 19th Japanese-German Symposium - Pharmacy - a Journey from Edo Times to Modern Pharmaceuticals and Health Economics.	Japan Society for the Promotion of Science and Deutsche Gesellschaft der JSPS-Stipendiaten e.V. <a href="http://www.jsps-club.de">http://www.jsps-club.de</a>
30 June - 04 July 2014 Tokyo, Japan	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> Training Mission: WCM - World Class Manufacturing - session I Application deadline: 27 March 2014	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/WCM">http://www.eu-japan.eu/detail-business-programmes/WCM</a>
6-10 October 2014 Tokyo, Japan	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> Training Mission: WCM - World Class Manufacturing - session II Application deadline: 02 June 2014	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/WCM">http://www.eu-japan.eu/detail-business-programmes/WCM</a>
26-30 January 2015 Tokyo, Japan	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> Cluster/SME Support Mission - Nanotech Sector Application deadline: 04 September 2014	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/Nanotech-Japan-Cluster-Mission-2015">http://www.eu-japan.eu/detail-business-programmes/Nanotech-Japan-Cluster-Mission-2015</a>

## Any EU-Japan-related News?

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



**EU-Japan Centre**  
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