

The "EU-Japan Bridge" is a directory of economic, industrial, technological, scientific and cultural links between each of the 25 EU Member States and Japan and is aimed at EU companies or individuals interested in starting or developing existing activities in Japan.

This is the first such guide to sources of information in 26 countries

All organisations and activities featured in the guide help to strengthen links between the European Union and Japan.

The "EU-Japan Bridge" is compiled and published by the EU-Japan Centre for Industrial Cooperation - a not-for-profit joint venture created in 1987 by the European Commission and the Japanese Ministry of Economy, Trade and Industry - with a view to promoting new and closer business relationships between the European Union and Japan.

Just over 450 bodies and activities are listed in this guide, but despite spending a year researching it, we realise that it will never be exhaustive. Should you be aware of organisations or activities that you think should be featured in future printed and electronic versions of the guide, please let us know.

We sincerely hope that this new publication will contribute to bridging the linguistic, cultural and geographical gap between the EU and Japan by further enhancing collaboration between our respective peoples and smoothing relations in terms of trade, investment and cooperation between the two regions.

Diane Van Bockstal
EU-side Director

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Japanese-side Director



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CHAPTER #1

introduction



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Greetings from the EU-Japan Centre's General Managers
Presentation of the EU-Japan Centre for Industrial Cooperation
Presentation of the JETRO



José Manuel BARROSO
President of the European Commission

"The EU-Japan Centre for Industrial Cooperation is not only an important political symbol of the vibrant relations between the EU and Japan, but also a unique joint venture aimed at deepening mutual understanding and cooperation. Since its foundation 18 years ago, it has brought together more than 1,500 people from the EU and Japan in training courses, a visible demonstration of the strengthened ties between both partners. Offering valuable insights into European and Japanese societies, the EU-Japan Centre has an important role in enhancing mutual understanding and appreciation of the other side, the ultimate requirement for a strong and successful partnership.

I am confident that the EU-Japan Centre will remain a key factor in establishing ever closer cooperation between the EU and Japan, a process in which both partners have a lot to offer and a lot to gain."

Shoichi NAKAGAWA
Minister of Economy, Trade and Industry

"I am delighted that EU-Japan relations are steadily continuing to strengthen. In the background of recent dynamic developments, including EU enlargement and the adoption of a Constitution on the EU side, and expansion of its role in international challenges and sustainable economic recovery on the Japanese side, it is important to carry on reinforcing trade relations between the EU and Japan to promote economic growth. In this context, both sides reaffirmed in 2004 that further two-way flows of foreign direct investment are of key importance.

Since 1987 the EU-Japan Centre has consistently contributed to facilitating increased industrial cooperation and communication between the EU and Japan. During that time it has provided training courses and exchange programmes to promote trade and investment on both sides, in which over 1,500 business managers, students and researchers have participated.

The EU-Japan Centre also acts as the Secretariat for the "EU-Japan Business Dialogue Round Table", whose last annual meeting, held in June 2004 in the presence of EU Commissioners Liikanen (Enterprise & Information Society), Lamy (Trade) and myself was a great success. Representatives of the EU and Japanese business communities demonstrated their will to improve EU-Japan relations.

Thanks to its many varied activities, the EU-Japan Centre is truly making a positive contribution to improving mutual understanding and to strengthening relations between the business sectors of the EU and Japan. These activities are highly regarded as an inspiring example of success in developing economic relations between our two regions. I wish to compliment the EU-Japan Centre on the substantial contributions it has made over the years. We sincerely hope that the EU-Japan Centre will continue to play an active role in the promotion of EU-Japan industrial cooperation and look forward to an ever closer relationship between Japan and the EU."



Günter VERHEUGEN
Vice-President of the European Commission
Commissioner for Enterprise and Industry

“For almost twenty years, the EU-Japan Centre for Industrial Cooperation has actively enabled European and Japanese managers, researchers and students to gain a better understanding and appreciation of the industry, business culture, language, society and traditions that make the two partners so different and so exciting. During the past years the Centre has given valuable support to the “EU-Japan Business Dialogue Round Table” and thus has become a driving force in the overall development of the EU-Japanese partnership.

Its founding objectives of improving competitiveness by facilitating exchanges of experience and know-how between EU and Japanese businesses, and boosting the activities of our industries in high-growth sectors and regions are, if anything, all the more valid in today’s global world. I trust that the Centre will remain a strong asset in EU-Japanese relations and a concrete and practical example of the way we work together.”

“From enthusiastic students fully immersing themselves in a new language, to established senior managers intensely learning new techniques in world class manufacturing, such is the wide range of pro-active programmes which the Centre offers as a free service to those who wish to engage in EU-Japan cooperation.

A team of some thirty experienced professionals in Tokyo and Brussels serves the public in both regions by providing scholarships and giving detailed advice as well as on the spot personal assistance to the selected participants in their endeavours to enhance their expertise.

More than just words, terms like “Kaizen” and “TQM” are experienced as continuous improvement methods, and “Just-in-Time” never comes too late for the open-minded manager joining the WCM training programme. Success stories are numerous, and alumni confirm the effectiveness of the time and energy invested in the albeit demanding activities of interactive learning in the classroom, as well as on the shop-floor. What can be more flattering to a free public service than being copied by commercial outfits?”

Haruiko Kuramochi
 Japanese-side General Manager

Wolfgang Pape
 EU-side General Manager



The EU-Japan Centre for Industrial Cooperation

* ABOUT US

The EU-Japan Centre for Industrial Cooperation is a unique venture between the European Commission (DG for Enterprise & Industry) and the Japanese Ministry of Economy, Trade and Industry (METI). The Centre's main objective is to promote industrial cooperation between European and Japanese companies.

At the EU-Japan ministerial meeting between the European Commission and the Japanese Government in December 1986, the EU and Japanese authorities agreed that more industrial cooperation would be desirable between the two economic zones. Following this agreement, the EU-Japan Centre for Industrial Cooperation was established as a core non-profit organisation for fostering the cooperation envisaged by the two authorities.

Since its establishment in 1987, the Centre has been serving its objective and the needs of business people in both the EU and Japan through management training programmes (Japan Industry Insight, Topical Missions), student in-company traineeships (Vulcanus), business information dissemination services, and support for the annual EU-Japan Business Dialogue Round Table. More than 1,500 alumni have participated in the training programmes, and the Centre's activities are widely recognised as effective by both the EU and Japan. In the ever-changing EU environment, the Centre tries to meet its expectations as a bridge between European and Japanese business people.

* TRAINING PROGRAMMES

The Centre offers a wide range of training opportunities for EU executives working for EU or Japanese companies, as well as for EU and Japanese engineering students.

H RTP - "Japan Industry Insight"

Topical Mission: World Class Manufacturing - WCM

Topical Mission: Distribution & Business Practices in Japan - DBP

Topical Mission: Innovation Made in Japan - IMJ

Topical Mission: Meet Asia in Japan - MAJ

Students exchange programmes: "Vulcanus"

All training schemes organised by the Centre are presented in detail in pages 268 to 277.

* INFORMATION SERVICES

Seminars

The Centre offer a series of seminars on issues facing EU companies doing business in/with Japan (JOHOGEN seminars), as well as a series of seminars targeted at Japanese businesses on various topics concerning the European business scenes, both in Europe and in Japan.

Inquiry service

For use by European and Japanese business people. The Centre responds to inquiries about Japanese markets, products, etc. It also answers inquiries on European Union legislation and various aspects of the European single market. When the information requested is not available in-house, the Centre directs inquirers to the best-known external information sources.

Publications

"*JOHOGEN Directory*": Covering a large number of useful information sources on the Japanese economy, industries & markets, technology, law, government publications and more.

"*EU-Info Link*": EU information directory targeted at Japanese business people looking for information about the European Union.

"*EU-Japan Bridge*": A directory of economic, industrial, technological, scientific and cultural links between each of the 25 EU Member States and Japan, aimed at EU companies or individuals interested in starting or developing existing activities in Japan.





✳ **EU-JAPAN BUSINESS DIALOGUE ROUND TABLE**

The EU-Japan Centre for Industrial Cooperation provides organisational and secretarial support for the EU-Japan Business Dialogue Round Table. Composed of Chairmen and CEOs from leading Japanese and European companies, the **EJBDRT** discusses trade issues with EU Commissioners and Japanese Government Ministers, and makes recommendations for further trade liberalisation.

✳ **NEW ENERGY ACTIVITIES**

Since 1987, the EU-Japan Centre has run **New Energy** activities. It arranges for EU researchers and experts in oil-alternative energy to go to Japan and for Japanese experts to go to Europe. The objective is to increase knowledge of the current state of research and development (R&D) in this field, and to improve mutual understanding and effective collaboration between the EU and Japan, thus contributing to overall research and development in the field of new energy.

Reviewed in 1999, the activities now focus on invitations to Japan for EU policy-makers and specialists in the field of new energy (the **European Specialists' Invitation Programme**) and on missions for Japanese experts sent to the EU to gather information on the state of R&D in this field (the **Japanese Specialists' Visit Programme**).

The New Energy activities also include the preparation of reports on the state of research regarding renewable energy sources in Europe.

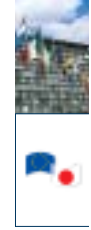
✳ **GLOBAL VENTURE FORUM**

The EU-Japan Centre is the Coordinator in Europe for the **Global Venture Forum** - an annual showcase for companies and entrepreneurs in new, high-tech and emerging fields of business to meet with potential Japanese partners, organised by the Osaka Chamber of Commerce & Industry. The GVF is aimed at companies in particular sectors (which change on an annual basis e.g. biotechnology, electronics/electrical applications) seeking opportunities to enter into business and technology alliances, partnerships, or to raise capital on a global scale.



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Japan External Trade Organisation - JETRO

* WHAT IS THE JETRO?

The Japan External Trade Organisation (JETRO), established in 1958 by the Japanese Government to implement trade policy, carried out a major reorganisation in 2003 to become a new type of publicly-funded organisation, reflecting new economic realities; namely, in response to ongoing trends toward economic globalisation and regional integration, Japan must achieve increased trade and investment, develop closer economic relationships with other countries and expand its involvement with international economic cooperation.

* NETWORK

The JETRO has a worldwide network comprising JETRO Headquarters Tokyo, JETRO Osaka, IDE (Institute of Developing Economies), and 36 branches throughout Japan and 76 overseas. In the European Union, 20 JETRO offices cover 25 Member States.



* MAIN ACTIVITIES

Backed by a worldwide network, its main activities targeted towards European companies are:

1. Attracting foreign investment to Japan.
2. Helping foreign firms enter the Japanese market.

1. Attracting foreign investment to Japan



The JETRO is keen to promote foreign direct investment in Japan, including greater inflows of capital, technologies, know-how and intellectual assets, to stimulate the Japanese economy, increase employment and enable Japan to continue demonstrating leadership in the global economy. In particular, Information & Communication Technology, Biotechnology, Health Care and Environment are focused on as high-opportunity growth sectors.

The JETRO has various sorts of promotional tools for attracting foreign investment in Japan.

Information Service

The JETRO's overseas offices provide information and consulting on a wide range of opportunities for investment in Japan.

The Invest Japan site: www.jetro.go.jp/en/invest

contains all essential information about investment in Japan.

Facilities and Consultation in Japan

The Invest Japan Business Support Centres (IBSCs) have a wide range of services and facilities to help foreigners who wish to start or invest in a business in Japan.

Every IBSC office around the nation, including Tokyo, Yokohama, Nagoya, Osaka, Kobe and Fukuoka, is located in a major business centre. Advisors and JETRO staff are assigned to the IBSC to provide exclusive client services, offer market information and conduct individual consulting.

Training Programme

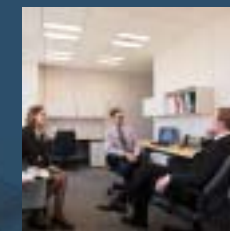
The JETRO organises a managerial training programme, the **Invest in Japan Study Programme (IJSP)** -business partnering and seminar tours- with the purpose of presenting the Japanese business environment to foreign companies.

As the name of the programme implies, the IJSP is a programme that invites business people from around the world to participate in a weeklong study tour of Japan's investment environment and regional markets and industries. The programme is designed for companies that a) have a clear potential for entering the Japanese market and b) have a strong desire to set up operations in Japan - and are therefore very interested in learning first-hand about the country in which they intend to invest.

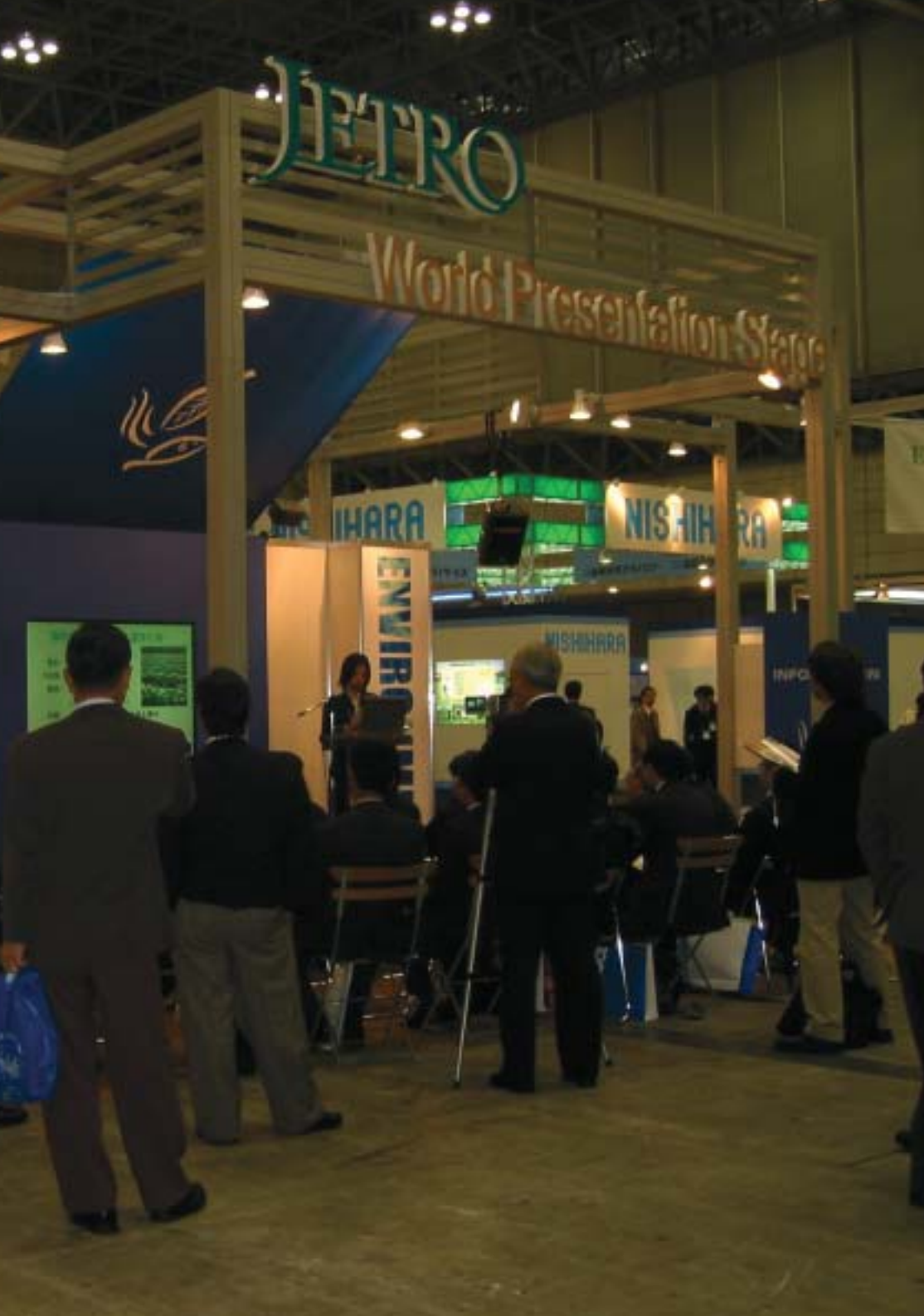
The JETRO covers all expenses linked to the programme such as air fare to/from Japan, accommodation and transport inside Japan related to the programme.



IBSC
Business library



IBSC
Office facilities



2. Helping foreign firms enter the Japanese market

The importation of superior foreign products, technologies and services into Japan leads to greater competition, higher quality and lower prices. Japanese corporations are able to purchase parts and materials more affordably, and consumers benefit from wider choices of high-quality, low-cost products. Increased opportunities for exporting to Japan will also stimulate foreign companies to establish a stronger, more direct presence in the Japanese market and thereby help to create new markets and more jobs. Foreign companies with low profiles in Japan can approach the JETRO for assistance in introducing their products, services and technologies in the Japanese market. The JETRO also cooperates with government campaigns in the EU Member States which promote business with Japan. The following are major promotional tools for helping foreign firms penetrate the Japanese market:

Information Service

The JETRO is dedicated to providing foreign companies and organisations with accurate information about Japan's structural reforms, economy, industries and opportunities for investment (more details at: www.jetro.go.jp/top/cat1/binfo.html). Foreign business people are encouraged to visit any JETRO office overseas to learn more about the Japanese investment climate and markets, companies, products, technologies and services, and case histories of foreign companies that have successfully entered the Japanese market.

Consultation (the Senior Trade Advisor Programme)

The JETRO sends specialists known as Senior Trade Advisors to foreign countries for extended periods to provide advice and other forms of support to help government agencies and trade promotion groups better promote exports to Japan.

Business Matching

The Trade Tie-up Promotion Programme (TTPP) supports searches for an international business partner via the Internet. It is an online service that helps companies find each other for international business tie-ups.

Trade Fair Information (J-messe)

Extensive trade fair database that offers comprehensive information on fairs and exhibitions held in Japan and globally. Users can search by industry, location and date. Also regularly features online virtual trade fairs devoted to a range of business categories.

For more information about the services that the JETRO may offer your company, please refer to the contact details of the JETRO office covering your country and visit the JETRO's website: www.jetro.go.jp.



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CHAPTER #2

directory



Presentation of the directory

Following meticulous research and selection activities, around 460 organisations are listed in the guide. We tried to make the listing as complete as possible, but as the compilation of this guide is a first attempt, the list is certainly not exhaustive. So, if you do not find here your own organisation which is active in cooperation with Japan, or if you know an organisation that should be added, please feel free to let us know via e-mail: office@eujapan.com with the mention "Add to Guide".

Among the listed organisations you will find: Governmental bodies, Chambers of Commerce and other not-for-profit associations, as well as scientific organisations and universities promoting scientific and cultural exchanges with Japan.

The organisations are grouped by country; for example, in chapter # 2 for Japan, you will find a list of the European organisations located on Japanese territory.

For every organisation basic contact details are given such as: address, phone and fax numbers; also listed are details of the types of support offered by the organisation (see pictograms below) and (if available) a contact name and additional specific information.

 Information desk	 Publication (newsletter/directory/survey...)
 Study trip	 Trade mission to Japan
 Training programme in Japan for EU managers	 National Coordinator for EU-Gateway to Japan Programme
 Organisation of EU-Japan related events (seminar/conference/workshop...)	











Please note that unless otherwise specified, each organisation works only for national companies and does not have the possibilities to give support to companies from other countries.

All organisations' contact details present in the guide are correct as of January 2005; the EU-Japan Centre is not responsible for any modifications which may occur thereafter.

* STATISTICS

In the presentation part for each country the statistics used are based upon data provided by the Japanese Ministry of Finance - Japanese Customs. They show trends relating to trade and foreign direct investment exchanges between EU Member States and Japan, and also give a general overview of main exported and imported goods.

Goods are divided into 10 main categories which are subdivided into various other categories based on international HS trade codes:

 Chemicals (organic chemicals, medical products, plastic materials...)	 Mineral fuels (petroleum products, gas...)
 Miscellaneous articles (furniture, clothing, precision instruments...)	 Food and live animals
 Commodities not classified (re-imported, re-exported goods...)	 Animal and vegetable oils, fats
 Manufactured goods (of rubber, wood, paper, textiles, iron and steel...)	 Beverages and tobacco
 Machinery & transport equipment (machinery, electrical machinery, motor vehicles...)	 Crude material, inedible (wood, paper, textiles...)

All values stated are in Japanese Yen, the adopted exchange rate with the euro (for comparison) being 1€ = 133¥.
(Excel tables and specific researches can be downloaded from the Ministry's website.)

* BIBLIOGRAPHY

Various European and Japanese national reports and websites provided us with the necessary information for the compilation of the guide, in particular:

"The Japan Paradox" seminar report (Nov. 2003) - European Commission
http://europa.eu.int/comm/external_relations/japan/intro/japanparadox_0112_03.pdf
The 2004 edition of the White Paper on International Economy and Trade
Japanese Ministry of Economy, Trade and Industry
<http://www.meti.go.jp/english/report/index.html>
The Statistical Handbook of Japan 2004
Japanese Ministry of Internal Affairs and Communications
<http://www.stat.go.jp/english/data>
The Delegation of the European Commission in Japan's website
http://jpn.cec.eu.int/home/index_en.php
Japanese Customs - Japanese Ministry of Finance's website
<http://www.mof.go.jp/english>
Eurostat - the Statistical Office of the European Communities' website
<http://europa.eu.int/comm/eurostat>