



EU-JAPAN BRIEF

THE EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION NEWSLETTER

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THE EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION

is a joint venture co-financed by the European Commission and the Japanese Ministry of Economy, Trade and Industry (METI). Its aim is to foster the development of industrial cooperation between companies from both regions through training programmes for business people, for EU and Japanese students and researchers, and through information services and an industrial dialogue.

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Submit an event for the next
issue:

If you are organising an
EU/Japan-related event that is
taking place in your country and
would like it to be considered
for inclusion in our forthcoming
newsletter, then please send
details to:

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EU-JAPAN Brief is an occasional newsletter produced by the European Office of the EU-Japan Centre, primarily intended to provide EU-Japan news to the Former Participants in the Centre's training programmes.

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Forthcoming Centre's activities

MANAGERIAL TRAINING COURSE IN JAPAN

Most of the European companies who are seeking to expand their activities to Japan are often confronted with a major problem. They do not know the Japanese cultural and business environment which is one of the major keys to success in this country.

< H RTP-Japan Industry Insight > training course in Japan provides lectures on the current Japanese market, economy, legal aspects of doing business in Japan, cross-cultural issues, company visits, negotiation simulation sessions together with Japanese managers and regional trips in order to give a foothold for EU companies who are interested in entering into the Japanese market or for companies who want to strengthen their relationships with Japanese partners.



There is no participation fee. European Commission grants available according to specific criteria.
Course dates: from 6 June to 1 (8) July 2005; application deadline: 25 March. 2005.

For more information, please click: http://www.eujapan.com/europe/hrtp_eu.html

EXECUTIVE TRAINING COURSE IN JAPAN

Japan's production techniques and quality management are among the most competitive in the world.

< World Class Manufacturing > is an intensive 5-day mission in Japan about improvement of productivity, assisting executives from EU companies to acquire a better understanding of how Japanese companies continually eliminate costs from their manufacturing. In a nutshell, this course brings you closer to WCM performance.

Course dates: from 4 July to 8 July 2005; application deadline: 25 March 2005.

For more information, please click: http://www.eujapan.com/europe/wcm_executive.html

HRTP ALUMNI MEETING IN FINLAND

I have had the pleasure to act for years as a godfather to the EU-Japan Centre promoting the various training opportunities to the Finnish industry. The total number of Finnish participants currently accounts for more than 50 people, ranging from start-up companies to large corporations. This growing number of participants supported the idea of establishing a national Alumni network.



The triggering factor to call together the first Alumni meeting was Ms. Izumi Akiyama's visit to Finland in mid-December 2004. We planned to organise the meeting on 13 December and were fortunate to be able to make the most of Ms. Akiyama's presence at that time.

The response for the initiative was enthusiastic - nearly 40% of the invitees participated in the first Alumni meeting in Helsinki. The main topic of the meeting was the introduction of the participants, and sharing their recent experiences in the Japanese markets, in addition to addresses by Ms. Akiyama and a local JETRO office representative.

There seems to be demand for an Alumni network at national level. An EU-wide network establishing communication between the national networks would be worth striving for. Perhaps an annual European Alumni Day, organised jointly by the EU-Japan Centre and the national coordinators, might be the first step to be taken in this direction.

Risto KALSKE - SUOMEN ITSENÄISYYDEN JUHLARAHASTO SITRA - HRTP-21

EXPO 2005 AICHI, JAPAN



Seeking to provide the impetus for the creation of a new culture and civilization under the theme "Nature's Wisdom," EXPO 2005 will take place over 185 days from March 25 to September 25 in Nagakute Town, Toyota City, and Seto City, which are located in the Nagoya Eastern Hills.

On March 24, the day before the start of **EXPO 2005 AICHI, JAPAN**, an opening ceremony will be held in the EXPO Dome to mark the inauguration of the event, which also has the distinction of being the first World Exposition of the twenty-first century.

More information: http://www-1.expo2005.or.jp/en/newsttopics/2004/041122_ceremony.html

2005 EU-JAPAN YEAR OF PEOPLE-TO-PEOPLE EXCHANGES Calendar of events

For events held in the EU, please look at:
<http://www.mofa.go.jp/region/europe/eu/exchange2004-3.html>

For events held in Japan, please look at:
http://jpn.cec.eu.int/relation/showpage_en_relations.programmes.people.calendar.php



UNDERSTAND JAPAN - BASICS



The Franco-Japanese Exchange Committee of the Paris Chamber of Commerce and Industry invites small

and medium companies interested by the Japanese market to attend a **series of conferences** about various aspects of Japan: history, sociology, economics, employment. These conferences will be conducted by well-known specialists of this country. The first conference of the series will take place on 1 March 2005 in Paris.

Info: <http://www.cej.fr/actualite.htm>

ECONOMIC MISSION TO JAPAN

Japan, headed by HRH Prince Philippe of Belgium, will be taking place from 11-18 June 2005. The Belgium-Japan Association & Chamber of Commerce (BJA) will contribute to make this economic mission to Japan a success by carrying out a business survey with Belgian companies. This survey will highlight the market opportunities and pinpoint some market access difficulties faced by Belgian exporters in Japan.

One can complete the survey online on the website <http://www.bja.be/survey/> until 20 March.

The results of the survey will be officially released at a Lunch conference in April, followed by a Seminar about Japanese business etiquette and manners in May.



8th JAMA-CLEPA Business Conference 2005

Following the overwhelming success of the 7th edition, JAMA (Japanese Automobile Manufacturers Association) and CLEPA (European Association of Automotive Suppliers) have decided to hold the next JAMA-CLEPA Business Conference in the automotive city of Torino from 7 to 10 November 2005.

The Conference will take place at Lingotto Conference and Exhibition Centre, Torino, Italy. It offers suppliers a unique, economic and efficient opportunity to present their products and services to decision-makers from all Japanese vehicle manufacturers at a single location.

The closing date for registration will be 31 May 2005.

For registration and further details, please consult <http://www.jama-clepa.com>



INSME website

The INSME Association is pleased to announce that the Association has a dedicated website in the Japanese language.

<http://www.chusho.meti.go.jp/insme/>



ICQ'05-TOKYO

EOQ and JUSE share similar visions and missions to improve performance excellence through quality and both desire to serve the needs of organisations and individuals. As they progress towards excellence, it seems fitting that the two organisations cooperate in serving needs in ways that advance the cause of performance excellence to the mutual benefit of all.

On 8 November 2001 EOQ and JUSE signed an agreement to develop their cooperation in the field of exchange of experiences, research and information.

The International Conference on Quality (ICQ'05-Tokyo) will be the occasion to review progress and propose new initiatives. The EOQ President, Past President and Secretary General will attend the event and will meet with the JUSE President.

More information: <http://www.eoq.org/>
<http://www.juse.or.jp/e/conventions/icq05.html>



VULCANUS IN JAPAN PROGRAMME



The "Vulcanus in Japan" company internship programme for European science and engineering students has entered its eighth year since its launch in 1997. During these eight years, the programme has hosted 134 European science and engineering students, including the 24 students who went to Japan in September last year. Having completed the four-month intensive Japanese language course, these students commenced research and development work at the research laboratories of 16 Japanese host companies in January this year.

Demand for professionals with international awareness is fast rising as economies and societies interact and become borderless. One of the aims of this programme is to support training for young professionals who can effectively become "bridges" for the development of economic cooperation between Japan and Europe, now and in the future.

The eight-month traineeship in Japanese companies enables students to expand their knowledge and skills in their own area of specialisation, while also acquiring more general knowledge about Japanese business practices, interpersonal communication, and culture.

More information: http://www.eujapan.com/europe/vulcanus_japan.html

Vulcanus participants' testimonial

Five months have already passed since I started living in Japan. The Vulcanus programme is very well-organised: strict but cheerful lessons of Japanese, interesting cultural activities and amazing life in Tokyo.

Japan is a very interesting country that can offer a lot for foreigners, but it's too difficult to understand its way by ourselves. So Japan and the **Vulcanus programme** is a very good combination. I was able to learn Japanese, participate in a tea ceremony, even to wear a kimono, try "zazen", taste unseen food and travel around during the past four months. Since January I have been trying to get new information from my work in the company.

Ms. Ingrida VALIUSAITYTE - Lithuanian current participant
Host company: NTT in Keihanna, Kyoto, Japan

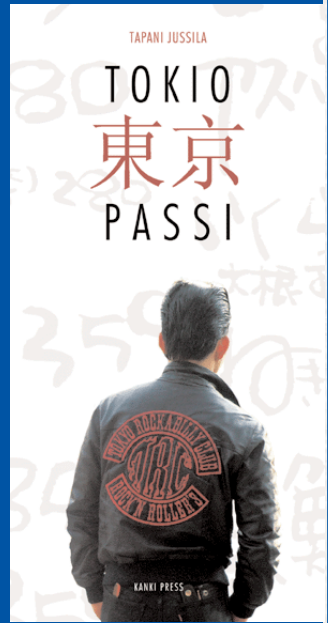


PUBLICATIONS

The 5th edition of "TOKIO-PASSI", the Finnish guidebook on Japan, was published in January 2005. The publisher Kanki Press Oy regards this original and grass-roots level guidebook as one of the sources behind the success of Nokia and other Finnish companies in Japan. It has been used by big and small company people as well as regular travellers, since its birth at the beginning of the 1990s.

Readers have been provided with first-hand information on basic facts and practicalities on Japan, Japanese state-of-the-art culture, Japanese people and their social behaviour, and basics of doing business in Japan. The Finnish writer Tapani Jussila, originally a Mombusho research student, has lived in Japan altogether for five years.

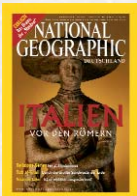
"TOKIO-PASSI" is currently taking the step of being made available for other Europeans. The 5th version is being introduced to European publishers and made available for translations into European languages. The English and other language versions will be prepared on the basis of demand.



JAPAN-GERMAN STORY

Siebold - Japan's German hero (8 pages)

Phillip Franz von Siebold used to work in the 19th century as a doctor on the Dutch trade site in Dejima/Nagasaki. An obsessive collector of works of art and culture, he contributed to Nippon's development and spread knowledge about Japan in Europe. Now Dejima is being rebuilt in Nagasaki. A Siebold-museum will open in March in the city of Leiden.



EXHIBITION IN HUNGARY

Organised by JETRO (Japan External Trade Organization), ITDH (The Hungarian Investment and Trade Development Agency) and MAJOSZ (Association of the Hungarian Vehicle Component Manufacturers), and with the support of Hungarian business organisations, in order to reinforce business relationships between local suppliers and Japanese companies.

The Japanese Component Buyers Exhibition 2005

7 and 8 March 2005

at the Budapest Marriott Hotel

At this meeting, Japanese automobile and electronics companies will present the parts and components which they want to buy from local suppliers. More information can be obtained by contacting JETRO Budapest at the e-mail address: hub@jetro.go.jp or the fax number: +36 1 266 7688.



ALUMNI CORNER

I am Federico Rota. Aged 24, I have a Master's in Electrical and Computer Engineering from the University of Illinois (Chicago). In April 2005, I will graduate with a "Laurea" degree in Electrical Engineering from the Politecnico di Torino.



I took part in the **2003 Vulcanus in Japan programme** and worked in the Technology R&D Headquarters of SANYO Electric Co., Ltd.

I would very much like to join a dynamic, innovative consultancy or an industrial company interested in developing businesses with both Japan and the USA.

For more info see <http://www.rotax.it>

Date / Location	Event	Contact
2 March 2005 Glasgow, UK	5th EU-Japan Dialogue "Japan-EU Relations"	Europe-Japan Social Science Research Centre Tel.: +44 141 3303701 http://www2.arts.gla.ac.uk/europejapan/dialogue.html
7 - 8 March 2005 Budapest, Hungary	Reverse Trade Fair "The Japanese Component Buyers Exhibition 2005"	JETRO Budapest Mail to: hub@jetro.go.jp
8 March 2005 Tokyo, Japan 	Johogen Seminar "eProcurement in Japan: how to improve the effectiveness of your procurement process"	EU-Japan Centre for Industrial Cooperation Tel.: +81 3 3221 6161 Mail to: eu-japan@eu-japan.gr.jp
8 - 9 March 2005 Hannover, Germany	3rd Annual ICT World Forum The future of information and communication technology and its impact on your business	ICT World Forum Germany Tel.: +49 711 619 4677 http://www.ictwf.com
17 March 2005 Munich, Germany	Symposium "Acquiring and Managing Client Relations in Japan"	DJW - JETRO München Tel.: +49 89-2908420 - Mail to: info@m.jetro.de
17 - 19 March 2005 Rome, Italy	3rd Conference on Japanese Linguistics and Language Teaching	Italian Association for Japanese language Teaching Mail to: tollini@unive.it
4 April 2005 Tokyo, Japan	Official opening of "Germany in Japan 2005/06"	http://www.doitsu-nen.jp/
8 - 10 April 2005 Nagoya, Japan	Scientific Symposium Research in Environmental Medicine	NRW - North-Rhine Westphalia Venue: Expo Aichi (on 8 April) http://dinjpn.nrw.co.jp/de/eventobj45.cfm
12 - 15 April 2005 Tokyo, Japan	Symposium "Fashion accessories - Presentation on French know-how"	UBIFRANCE Tel.: +33 1 4073 3880 Mailto: marie-christine.thumerel@ubifrance.fr
14 April 2005 Stockholm, Sweden	Meeting Point Japan 2005 Sharing knowledge of and networks in Japan	Sweden-Japan Foundation - Swedish Trade Council http://www.swejap.a.se
18 April 2005 Cardiff, UK	Japanese Cultural Evening	Cardiff Chamber of Commerce Tel.: +44 29 2034 8280 Mailto: lorraine@cardiffchamber.co.uk
18 - 19 April 2005 Laval, France	1st Forum on the Promotion of European and Japanese Culture and Traditions in Cyber-Societies and Virtual Reality	The Laval Virtual and the Japanese IVRC Organisations Mail to: eu-japanforum05@laval-virtual.org http://www.laval-virtual.org/conf/eu-japanforum2005.php
9 - 12 May 2005 Ciudad Real, Spain	FENAVIN 2005 - Seminar (1st day) "Understand Japan/China, sell wine"	http://www.fenavin.org/notasPrensa.php
16 - 20 May 2005 Tallinn, Estonia	15th European - Japanese Conference on Information Modelling and Knowledge Bases	http://sise.ttu.ee/infoinst/conference/
17 May 2005 Glasnevin, Ireland	Trade Forum Seminar "Jump-start to Japan"	Irish Exporters Association Tel.: +353 1 6612182 - Mail to: cleydon@irishexporters.ie
18 - 20 May 2005 Yokohama, Japan	JSAE -Automotive Engineering Exhibition French/Japanese Meetings	UBIFRANCE Tel.: +331-40733174 - Mail to: pascal.galli@ubifrance.fr
2 - 3 June 2005 Vienna, Austria	World Summit contributory conference "ICT and Creativity"	Austrian Federation for the Information Industry Mail to: gkwagner@via.at
6 June - 1 (8) July 2005 Tokyo, Japan 	Managerial Training Programme in Japan "HRTP - Japan Industry Insight" Application deadline: 25 March 2005	EU-Japan Centre for Industrial Cooperation Tel.: +32 2 282 00 42 - Mail to: m.adachi@eu-japan.com http://www.eu-japan.com
22 - 24 June 2005 Tokyo, Japan	16th Design Engineering & Manufacturing Solutions Expo/Conference 2005	http://www.dms-tokyo.jp/english/
30 June - 1 July 2005 La Baule, France	World Investment Conference "Japan: special guest country"	http://www.labaule2005.com
4 - 8 July 2005 Tokyo, Japan 	Managerial Training Programme in Japan "World Class Manufacturing" Application deadline: 25 March 2005	EU-Japan Centre for Industrial Cooperation Tel.: +32 2 282 00 42 - Mailto: m.adachi@eu-japan.com http://www.eu-japan.com
1 - 2 August 2005 Bayreuth, Germany	International Materials Forum 2005 Frontiers in Materials Science & Technology	http://www.neue-materialien.com/events/imf05.htm
13 - 16 September 2005 Tokyo, Japan	International Conference on Quality - ICQ '05 Tokyo Quality Evolution - Way to Sustainable Growth hosted by Union of Japanese Scientists and Engineers - JUSE	http://www.juse.or.jp/e/conventions/icq05.html
17 - 21 October 2005 Tokyo, Japan	EU-GATEWAY TO JAPAN Food & Drinks Trade Mission	http://www.gatewaytojapan.org/ Application deadline: 21 March 2005 
7 - 10 November 2005 Torino, Italy	8th JAMA-CLEPA Business Conference 2005	JAMA - CLEPA http://www.jama-clepa.com



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