

EU-JAPAN Brief

A publication of the EU-Japan Centre for Industrial Cooperation

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UPCOMING ACTIVITIES

MANAGERIAL TRAINING COURSES

Japanese manufacturing methods

WCM 2004 - November Session

Course dates: 8 - 16 Nov 2004

Application deadline: 10 Sept 2004

For EU managers working for Japanese companies based in Europe

HRTP-J- Japan Industry Insight

Course dates: 24 Jan - 10 Feb 2005

Application deadline: 30 Sept 2004

Japanese distribution and business practices

DBP 2005

Course dates: March 2005

Application deadline: 21 Jan 2005

STUDENTS ACTIVITIES

Host a Japanese Trainee

Vulcanus in Europe

Period: Aug 2005 - Mar 2006

Application deadline for

EU host companies: 24 Sep 2004

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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THE EU-JAPAN BUSINESS DIALOGUE ROUND TABLE AND THE 13TH EU-JAPAN SUMMIT

The co-Chairmen of the EU-Japan Business Dialogue Round Table submit its Recommendations to the leaders of the European and Japanese Authorities on the occasion of the annual EU-Japan Summit (June 2004, Tokyo).

The EU-Japan Business Dialogue Round Table was created in 1995: since then, the chief executives of more than 40 leading EU and Japanese enterprises meet every year for 'roundtable' discussions to review the factors affecting all aspects of business cooperation between the EU and Japan, and to make policy recommendations to the European Commission and the Japanese Government.



From left to right:

Messrs. Etienne Davignon & Yotaro Kobayashi, EU-Japan Business Dialogue Round Table co-Chairmen; Mr. Junichiro Koizumi, Prime Minister of Japan; Mr. Bertie Ahern, President-in-Office of the European Council and Mr. Romano Prodi, President of the European Commission, June 2004

For further information:

- on the Round Table: <http://www.eujapan.com/europe/roundtable.html>

- on the Summit: http://europa.eu.int/comm/external_relations/japan/intro/summ_index.htm

OUR FORTHCOMING ACTIVITIES

WORLD CLASS MANUFACTURING

- ◆ How do you become a World Class Manufacturer?
- ◆ Do you need to learn more about KAIZEN manufacturing methods and manufacturing excellence?
- ◆ How do you improve cost efficiency and manufacturing capabilities to increase performance?

The **World Class Manufacturing programme** provides an in-depth analysis of Japanese manufacturing methodology.

This high-level programme is aimed exclusively at EU Senior Executives and Managers with knowledge of WCM and an engineering background.

COURSE DATES*

Monday, 8 to Tuesday, 16 November 2004 in Japan.

Pre-departure briefing: Tuesday, 12 October in Belgium.

Application deadline date: Friday, 10 September 2004.

More information on: <http://www.eujapan.com/europe/manufacture.html>

*Dates and courses content are subject to modification.

HRTP - JAPAN INDUSTRY INSIGHT

- ◆ Are you working for a Japanese subsidiary company based in the EU Members States?
- ◆ Do you need to learn more about Japanese business environment and management practices?
- ◆ Do you wish to improve the communication between the Japanese Headquarters and the European Branch?

With the support of the Japan External Trade Organisation (JETRO), the **EU-Japan Centre for Industrial Cooperation** is organising a managerial training programme in Japan

"**HRTP - Japan Industry Insight**" with the aim of providing the unique opportunity for EU managers working in Japanese-affiliated companies based in Europe to gain an integrated in-depth view of Japanese industrial structure and business practices.

COURSE DATES*

Monday, 24 January to Thursday, 10 February 2005 in Japan.

Pre-departure briefing: Friday, 10 December 2004 in Belgium.

Application deadline date: Thursday, 30 September 2004.

More information on: http://www.eujapan.com/europe/hrtp_j.html

*Dates and courses content are subject to modification.

2005 EU-Japan Year of People-to-People Exchanges

The EU and Japan agreed at the 11th EU-Japan Summit in 2002 to designate 2005 the EU-Japan Year of People-to-People Exchanges. The overall aim of the 2005 Year is to develop exchanges, contacts and understanding between people in Japan and the European Union.

The 2005 Year of People-to-People Exchanges will encourage and promote face-to-face exchanges and contacts between people, as well as events and initiatives to promote better mutual understanding of European and Japanese society and culture.

The Year will be organised by the European Commission, the Member States of the EU and the Japanese Government. Activities and programmes covering a wide range of sectors, such as education, science and technology, culture, art, economics, politics and sports, and managed by their organiser and promoter, could be included in the Official Programme of the Year. The European Commission intends to launch a call for proposals in 2004 for the cofinancing of projects aimed at meeting the objectives of the Year.

Some information on this call for projects is already available at: http://europa.eu.int/grants/grants/eujapan_2005/eujapan_2005_en.htm
The European Commission will gather information on any events taking place in Member States in 2005 which might be suitable for inclusion in the Official Programme of the Year. It is hoped that the Year will highlight the depth and range of people-to-people exchanges between the EU and Japan, the vast majority of which take place between Japan and individual Member States, regions and localities. If you would like to inform us about an event, or wish to be kept informed about preparations for the Year, please contact: relex-eujapan2005@cec.eu.int. For more updated information about the 2005 EU-Japan Year of People-to-People Exchanges consult: http://europa.eu.int/comm/external_relations/japan/intro/2005_eu_jyppe.htm.



Japanese Electronic Showcase Munich Germany - 9 - 12 NOV 2004.
Exhibitors:
Fuji Ceramic Corporation
Kyoritsu Metal Industry Co., Ltd.
Marubeni Techno-Systems Co.
NF Corporation
Osada Co., Ltd.
Showa Electronics Co., Ltd.
Yutaka Electric Mfg. Co., Ltd.

Electronica 2004

Seven Japanese suppliers of electronic parts and components are seeking the opportunity to launch their business in Europe. They are now ready to contact potential customers with a view to forming business relationships.

As a first step, these seven companies have already signed up to take part in Electronica 2004 organised by **Kanagawa Prefecture** and **Japan Management Association**, which will be held in Munich from 9 to 12 November 2004. Prior to the exhibition, Japan Management Association (JMA), organiser of this group participation, is offering to assist both buyers and suppliers by acting as a **bridge between Europe and Japan**. For further details of the companies and their products, please visit the web site: <http://www.japan-electronics.net> or send your request to: Tomio_Inoue@jma.or.jp JMA London.

Japanese company rewarded

The second edition of LA BAULE - WORLD INVESTMENT CONFERENCE was held on 27 and 28 May in La Baule (France Atlantique). Over two days, the event gathered more than 600 CEOs of international companies, European policy-makers and development agencies.

On Thursday 27 May, during the gala dinner, the Best Foreign Investments in Europe were awarded. French Prime Minister **Jean-Pierre RAFFARIN** gave a special Award to **Mr Fujio CHO, President of TOYOTA**, for its large expansion in Europe: in the Czech Republic with PSA (Peugeot-Citroen), in Belgium, as well as in France, especially in Southern France with a design centre and in Valenciennes, a production site continuously creating jobs and economic development.

More information on the event on: <http://www.world-investment-conference.com>

Promotion of European Food in Japan

The Spanish Federation of Food and Drink Industries, FIAB, is participating at European Programmes to Promote EU Agricultural Products in Japan from February 2002 to January 2005, in cooperation with promotional agencies of 9 main regions of Spain. The programme is sponsored by the European Commission in close cooperation with Spain's Ministry of Agriculture, Fisheries and Food (MAPA). The Campaign of European Food Promotion took place from 17 to 31 March in Meidi-Ya, one of the most important gourmet supermarkets in Japan. Other similar campaigns were organised in the Kyobashi, Ginza, Maru Biru and Tamagawa stores in Tokyo, and another one was organised in cooperation with Meidi-Ya, taking advantage of the promotion of Spanish products organised in its shop in Nagoya, the third largest urban area in Japan.

Forthcoming campaigns will be organised in September and October 2004.

More information on: <http://www.europeanfood-spain.com>.



Medical devices in Japan

The strategic development of Japan's medical equipment market, currently the world's 2nd biggest, offers considerable potential but is very often restrained by the access to homologation for equipment and technologies. Indeed, Japan is one of the strictest countries in the world on this subject. **ERAI**, international development body of the Rhône-Alpes Region, and **JETRO**, commercial representation of Japan in Lyon, organised on 24 June 2004 a seminar on medical devices with Japanese experts of the field. Participants had the opportunity to : attend an introduction of the medical sector in Japan and the Japanese homologation process, and to debate with speakers and companies of Rhône-Alpes working in Japan.

Additional information on:

<http://www.eraf.org>



New publication

A new magazine has been released by Technikart

French magazine, 100% in Japanese, about culture and society, arts and trends, fashion and lifestyle.

It is distributed in France and Japan in places such as Tsutaya Roppongi Hill, Tower Records

Shibuya, Shinjuku, Aoyama Book center, etc.



READ ON:

"A growing number of foreign investment firms are calling it quits in Japan, put off by their inability to beat homegrown or big-name competitors.... While foreign firms have financial expertise, many have found they lack crucial connections and local knowledge..." (Financial Times - 10 June 2004)

Don't make the same mistake, ask for support!: we can help you with the HRTP programme!

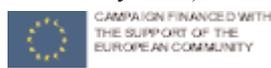
More information on: http://www.eujapan.com/europe/hrtp_eu.html

VISA PROCEDURES

It is summer time, and for those who want to visit Japan it may be interesting to know how long you can stay in the country without a visa. The EU citizens coming from one of the countries marked with a * must ask for extension of the stay within 90 days after entry into Japan.



Country	Period	Country	Period	Country	Period
Austria *	6 months	Greece	3 months	Poland	90 days
Belgium	3 months	Hungary	90 days	Portugal	3 months
Cyprus	3 months	Ireland *	6 months	Slovakia	90 days
Czech Republic	90 days	Italy	3 months	Slovenia	3 months
Denmark	3 months	Latvia	90 days	Spain	3 months
Estonia	90 days	Lithuania	90 days	Sweden	3 months
Finland	3 months	Luxembourg	3 months	United Kingdom *	6 months
France	3 months	Malta	3 months		
Germany *	6 months	Netherlands	3 months		

Date / Location	Event	Contact
12 - 13 July 2004 Bristol, UK	The 19th UK-Japan High Technology Industry Forum executive-driven event bringing together delegates from the UK and Japan, who are concerned with scientific and technological developments	Asia-Pacific Technology Network, Mr. Louis Turner Email: louist@aptn.org http://www.aptn.org
28 August 2004 The Netherlands	The Dutch - Japanese Round Table is organising a visit of the historical triangle in the North-Holland province	Kaizen Consultancy Mrs.T.D. Wesseldijk Tel./Fax: + 31 71 523 0370 Email: kaizenconsultancy@hotmail.com http://www.kaizenconsultancy.nl
SEPT - OCT 2004 Japan 	Programmes promoting European agricultural products in Japan in which the Spanish Federation of Food and Drink Industries is participating (from February 2002 to January 2005)  	Spanish Federation of Food and Drink Industries (FIAB) Tel.: +34 91 411 7294 Fax: +34 91 411 7344 Email: internacional3@fiab.es http://www.europeanfood-spain.com
9 September 2004 Leiden, The Netherlands 	Seminar and presentation of Dujat Entrepreneurs Awards 2004 by the Minister of Foreign Trade of the Netherlands	Dutch & Japanese Trade Federation Tel.: +31 20 305 0930 Fax: +31 20 672 7101 Email: info@dujat.nl http://www.dujat.nl
9 - 11 September 2004 Berlin, Germany 	Symposium State, Markets, Corporations, and Intermediaries - Changes of Governance in Europe, Japan, and the U.S.	Japanese-German Centre Berlin (JDZB) Tel.: +49 30 83907 0 Fax: +49 30 83907 220 Email: jdzb@jdzb.de http://www.jdzb.de
23 September 2004 Madrid, Spain	Seminar on European Strategies for the Japanese Market for SMEs of the region of Madrid with the aim of showing the features of the Japanese market	Imade, Euro Info Centre Tel.: +34 913 997 468 Fax: +34 913 997 459 Email: eic@imade.es http://www.madrid.org/eic-imade



Date / Location	Event	Contact
<p>8-16 November 2004 Tokyo, Japan</p> 	<p>Challenge towards World Class Manufacturing Japanese manufacturing methods managerial training programme</p>	<p>EU-Japan Centre for Industrial Cooperation Tel.: + 32 2 282 00 42 Fax: + 32 2 282 00 45 Email: m.adachi@eujapan.com</p>
<p>9-12 November 2004 Munich, Germany</p>	<p>Electronica 2004 - Japanese Electronic Showcase organised by Kanagawa Prefecture and Japan Management Association</p>	<p>JMA London Email: Tomio_inoue@jma.or.jp</p> 
<p>11 November 2004 Amsterdam, The Netherlands</p> 	<p>Dujat Symposium 2004 Invest in Japan / Infrastructure</p>	<p>Dutch & Japanese Trade Federation Tel.: +31 20 305 0930 Fax: +31 20 672 7101 Email: info@dujat.nl http://www.dujat.nl</p>
<p>15 - 16 November 2004 Kitakyushu, Japan</p> 	<p>Workshop on Sustainable Management in Companies</p>	<p>Sweden - Japan Association Tel: +46-8-611 68 73 Fax: +46-8-611 73 44 E-mail: info@swejap.a.se http://www.swejap.a.se</p>
<p>17 November 2004 Tokyo, Japan</p>	<p>Life Science Seminar</p>	<p>Copenhagen Capacity Biotech and Life Science projects Phone: +45 33 26 87 15 E-mail: rk@copcap.com http://www.copcap.com</p>
<p>19 November 2004 Sheffield, United Kingdom</p>	<p>UK - Japan Business Seminar</p>	<p>South Yorkshire International Trade Centre Tel.: + 44 114 201 2575 Email: ymcleod@syitc.com</p>
<p>26 - 27 November 2004 Tokyo, Japan</p>	<p>EU-Japan Workshop on "Corporate Social Responsibility & Changing Wage Systems - The Role of the Trade Unions"</p>	<p>Institute of Economic Research Hitotsubashi University Fax: +81 42 580 8333 Email: gzell@ier.hit-u.ac.jp Email: tsuru@ier.hit-u.ac.jp http://www.ier.hit-u.ac.jp</p>
<p>14 - 18 February 2005 Tokyo, Japan</p>	<p>EU GATEWAY TO JAPAN Outdoor Lifestyle Trade Mission 2005</p>	<p>http://www.gatewaytojapan.org/ Application deadline: 28 October 2004</p> 
<p>7 - 11 March 2005 Tokyo, Japan</p>	<p>EU GATEWAY TO JAPAN Healthcare Trade Mission 2005</p>	<p>http://www.gatewaytojapan.org/ Application deadline: 18 November 2004</p> 

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For more information, please contact Ms. Céline Godart at: + 32 2 282 3716 or mail to  c.godart@eujapan.com

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  j.michelson@eujapan.com .

The next issue will be at the end of October and the **deadline date for submission** will be **30 September 2004**.

Subscribe or unsubscribe or update your contact details:

Please send request/details to  j.michelson@eujapan.com

