



# EU-JAPAN BRIEF

THE EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION NEWSLETTER

日欧産業協力センター

**3**  
JULY 2005  
Vol.3

## 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:

[j.michelson@eu-japan.com](mailto:j.michelson@eu-japan.com)

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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## EU-JAPAN BUSINESS DIALOGUE ROUND TABLE ANNUAL MEETING, BRUSSELS, 7-8 JULY 2005



### *"A Continued Innovative Approach to Address New Common Challenges"*

The EU-Japan Business Dialogue Round Table (BDRT) held its annual meeting in Brussels on 7 and 8 July 2005 under the co-chairmanship of Viscount Davignon and Mr. Kobayashi, and in the presence of Mr. Verheugen, Vice-President of the European Commission and Commissioner for Enterprise & Industry, Mrs. Reding, Commissioner for Information Society & Media, and Mr. Lamoureux, Director-General of Energy & Transport DG; and from the Japanese Government: Mr. Onodera, Parliamentary Secretary for Foreign Affairs (MOFA), Mr. Yamamoto, Parliamentary Secretary for Economy, Trade and Industry (METI) and Mr. Matsui, Vice-Minister for Policy Coordination, International Affairs (MIC).

The participants were informed of the decisions of the last EU-Japan Summit held in Luxembourg on 2 May 2005. They appreciated the call for "a continued innovative approach to the Action Plan to address new common challenges". Among others, issues on international accounting standards, regulatory reforms, REACH regulations, intellectual property rights, etc. are subjects on which the BDRT has been focusing. It was with those elements in mind that they drew up their new Recommendations to the Authorities.

More information on: <http://www.eu-japan.com/europe/roundtable.html>







## CENTRE'S FORTHCOMING TRAINING PROGRAMMES

### WORLD CLASS MANUFACTURING

Japan's production techniques and quality management are among the most competitive in the world, and innovation is also one of the strong points of Japan's industry.

The < **World Class Manufacturing** > training programme in Japan assists EU companies to acquire a better understanding of the manufacturing methods like 'KAIZEN' (continuous improvement), 'TQC' (Total Quality Control), 'TQM' (Total Quality Management), 'TPM' (Total Productive Maintenance), 'JIT' (Just in Time) and 'TIE' (Total Industrial Engineering). It helps participants to learn how to improve manufacturing capabilities and to increase performance by adapting Japanese manufacturing methods to the European production line.

**Course dates: from 24 Oct to 1 Nov 2005**

**Application deadline: 7 Sep 2005.**

For more information: <http://www.eujapan.com/europe/wcm.html>



### H RTP - JAPAN INDUSTRY INSIGHT

Are you working for a Japanese subsidiary company based in the EU Member States? Do you need to learn more about the Japanese business environment and management practices? Do you wish to improve 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 training programme in Japan - < **H RTP - Japan Industry Insight** > - with the aim of providing a 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: from 23 Jan to 10 Feb 2006**

**Pre-departure briefing: 9 Dec 2005 (in Belgium)**

**Application deadline: 30 Sep 2005.**

Details on: [http://www.eujapan.com/europe/hrtp\\_j.html](http://www.eujapan.com/europe/hrtp_j.html)

### BEST PRACTICE VISIT TO IBM DUBLIN



Enterprise Ireland (<http://www.enterprise-ireland.com>) is organising a visit to the IBM advanced capability facility in **Dublin on 28 September 2005**. The visit is part of a series of events organised to expose managers to best practice implementation. The visits provide an opportunity to see good practice being used as well as a chance to network with other practitioners.

The visit programme and best practice network provide a very useful introduction to World Class techniques and the EU-Japan Centre's World Class Missions to Japan.

For information, contact Mrs. Elaine Carroll ([elaine\\_carroll@ie.ibm.com](mailto:elaine_carroll@ie.ibm.com)), Supply Chain Project Manager, IBM Damastown, Dublin, Ireland.

### THE 27TH STUDY TOUR OF JAPAN FOR BELGIAN NATIONALS 2005

The Ministry of Foreign Affairs invites young Belgians (and Europeans, too) for a two-week study tour of Japan in 2 groups to take place in **November 2005**. Applicants are expected to contribute to future Japan-European relations. The object of the tour is, in the short term, to inspire an interest in Japan by touching upon many aspects of Japan (i.e Japanese politics, economy, culture, society etc.). It is hoped that in the longer term, the applicants' understanding of Japan will help to strengthen future ties between Japan and European countries.

More information on:

<http://www.be.emb-japan.go.jp/english/study/02-1studytour.html>

### Nippon Export Award 2005 - Call for Registration

The "Nippon Export Award" is an initiative of the Belgian-Luxembourg Chamber of Commerce in Japan, the purpose of which is to reward the most successful company exporting to Japan, importing into Japan or distributing within Japan, Belgian-Luxembourg products/services.

This award is aimed at enhancing the winner's image in both Belgian-Luxembourg and Japanese markets, and is an incentive for its staff. The Nippon Export Award 2004 was a success, thanks especially to the high patronages from Mr. Guy Verhofstadt, Prime Minister of Belgium, Mr. Jean-Claude Juncker, Prime Minister of Luxembourg, and from the Belgian Regions, the Luxembourg Chamber of Commerce as well as the Belgo-Luxembourg Market Council.

If interested, fill in the forms and send them before **Friday, 30 September 2005**.

More information on:

<http://blccj.or.jp/2005/05/25/nippon-export-award-2005/>



### DUTCH LEAN SUMMIT



LEAN MANAGEMENT INSTITUUT

The Lean Management Institute (part of the Global Lean Network founded by Professor Daniel T. Jones and Dr Jim Womack, authors of "Lean Thinking" and "The machine that changed the world", both on the Management Principles of the Toyota Production System) is hosting its second **Lean Summit "Lean in the Lowlands"** in Oosterbeek, **The Netherlands on 20-30 September 2005**.

The Summit will host speakers from Belgium and The Netherlands, and will also include a plenary session and workshop about Lean Consumption by Professor Jones. Organisations participating in this event: Merck Sharp & Dohme, Philips Electronics, General Electric, Jefferson Pilot Financial, McKinsey, Thetford Europe, Timmerije, Smit Transformatoren, Van Vlastuin Group, Kievit, Allanta vzw, Simpler, Connexion, Rijksuniversiteit Groningen, LMI Duitsland and Lean Enterprise Academy.

For further information: <http://www.leaninstituut.nl>

### The YES or "Young Executive Stay" Program

**YES** is a commercial export project under the auspices of His Royal Highness Prince Philippe of Belgium. It was established by the **BLCCJ** (Belgian-Luxembourg Chamber of Commerce in Japan) in 1998 and is co-organised with the **BJA** (Belgium-Japan Association and Chamber of Commerce). 10 participants from Belgian and Luxembourg (BeLux) small or medium-sized companies with a potential for and an interest in the Japanese market are selected and offered a two-week tailor-made programme in Japan, during which some BLCCJ and BJA members will share their experience and provide the participants with the facilities they need in order to explore the potential for their products in Japan.

The **next edition** of the programme will be held in November 2006, the preparations starting in September 2005. If you, representing a BeLux company, would like to consider using the YES programme as a first step to Japan, comprehensive information can be obtained by sending a request to BLCCJ ([info@blccj.or.jp](mailto:info@blccj.or.jp)) or BJA ([info@bjabe.be](mailto:info@bjabe.be)).



Belgium-Japan Association  
& Chamber of Commerce 1998-vzw







## 2005 EU-JAPAN YEAR OF PEOPLE-TO-PEOPLE EXCHANGES

The **2005 EU-Japan Year of People-to-People Exchanges** is in full swing. The 2005 Year officially opened in

January with spectacular Taiko drumming concerts in Brussels and Tokyo. Since then, the official programme has grown rapidly to total some 1000 different events and projects in Japan and the 25 EU Member States. More information on these events can be found at [http://europa.eu.int/comm/external\\_relations/japan/eu2005/index.htm](http://europa.eu.int/comm/external_relations/japan/eu2005/index.htm).



One of the recent highlights in Japan was the **"EU Passport" stamp rally at the Aichi Expo**. More than 90,000 visitors participated in this event, organised at the Aichi Expo by the Delegation of the European Commission to Japan in cooperation with the EU Member States' pavilions at Aichi Expo. The lucky winner of the stamp rally was a seven-year-old girl from Nagoya, one of the 7,200 visitors whose name was entered into the main prize raffle after collecting ten stamps from different Member State pavilions. Her prize was a round-trip ticket to Brussels. ([http://jpn.cec.eu.int/home/showpage\\_en\\_related.embassy.aichi.passport.php](http://jpn.cec.eu.int/home/showpage_en_related.embassy.aichi.passport.php)).

For those of our readers in Belgium, two cultural events in particular should be highlighted. Why not visit the **"Fascinants Textiles du Japon" events** taking place in Tournai until 11 September 2005, and which have been partly financed by the European Community (<http://www.triennaletournai.be>)? Alternatively, seek out the **exhibition of Imari porcelain** in Brussels' Royal Museums of Art & History until 28 August ([http://www.kmkg-mrah.be/fr/divers/tentoonstellingen\\_nu.html#lmari](http://www.kmkg-mrah.be/fr/divers/tentoonstellingen_nu.html#lmari)).

## BIOJAPAN 2005 WORLD BUSINESS FORUM

Kanagawa Prefectural Government, in cooperation with the organisations concerned, is implementing various programmes for the promotion of bioindustries with a view to developing world-leading new industries. The efforts include infrastructural improvement, such as cultivation of human resources and provision of incubation facilities, assistance to the prefectural companies in their economic exchanges, and introduction of a preferential treatment system for further promotion of the location of research institutes and companies.



Against this backdrop, the prefectural government has decided to participate in

**"BioJapan 2005 World Business Forum"** scheduled for **7-9 September 2005** at Pacifico Yokohama, Kanagawa Prefecture. The Forum, one of the largest events in the field of biotechnology, will focus on the application of biotechnology in businesses.

<http://expo.nikkeibp.co.jp/biojapan/2005/eng/index.html>

## Canon Foundation Fellowships and Awards



The Canon Foundation in Europe offers Research Fellowships to young, highly qualified European and Japanese researchers.

Additionally, Canon Foundation Awards are granted to outstanding European and Japanese scholars or leading members of commercial, industrial, governmental and professional organisations. They can be nominated by representatives of academia or public or private organisations to teach and/or work on collaborative research. For the year 2006, we invite nominations in the field of "Similarities and differences between the EU and Japan".

The aim of the Foundation is to contribute to international understanding, in particular between Europe and Japan.

The deadline for applications/nominations for the year 2006 is **15 September 2005**. For more information, please check on <http://www.canonfoundation.org> or contact: Canon Foundation in Europe, Tel.: +31 71 515 65 55 - Fax: +31 71 515 70 27

## UK HEALTHCARE TRADE MISSION TO JAPAN, MARCH 2006

Japan is the second largest market for healthcare and medical products and imports hold nearly 45% of the market.



**Business Link Somerset and UK Trade & Investment** are organising a healthcare trade mission to Japan in March 2006.



The mission will focus on the diagnostic market, but all healthcare companies wishing to sell into the Japanese market are welcome.

For further information please contact Sandra Warne, Senior International Trade Adviser ([sandra.warne@blsl.co.uk](mailto:sandra.warne@blsl.co.uk)), or Yukiko Hirose at the British Consulate General, Osaka ([yukiko.hirose@fco.gov.uk](mailto:yukiko.hirose@fco.gov.uk)) or Naoko Takei, at the British Embassy, Tokyo ([naoko.takei@fco.gov.uk](mailto:naoko.takei@fco.gov.uk)).

## VULCANUS PARTICIPANTS' TESTIMONIAL

*"For me it is now almost a year ago since I came back from Japan. The exchange started with a 4-month language course in Tokyo, which was very well organised. In January, it was time to start the 8-month internship with my host company, Toyota. There I worked for the Ningenkougaku department, and my project involved finding and investigating differences between the Japanese and European lifestyles. The **Vulcanus Programme** had an impact on my personal as well as professional development: personal, in experiencing and learning to adapt to a different culture as well as learning a lot about myself. Professional, since thanks to the internship with Toyota and the bonds I made and experiences I had, I successfully applied for a job with Toyota Europe and started working there 4 weeks after returning from Japan. This is what Vulcanus is about: helping to build up relations between the EU and Japan to promote mutual understanding and opportunities on both sides"*



Host company: **Toyota**

*"The **Vulcanus programme** is very complete and provides the opportunity to learn much of the Japanese language while acquiring valuable experience working on a technologically challenging topic. I was able to experience everyday life in Japan and understand more than one ever could of the millennial-old culture. The result for me is a better understanding of the Japanese language, society and work life. The programme opened the doors to me of a well-known Japanese company in Europe, Toyota. I am happy Vulcanus lived up to its promise"*

**Johan de Backer, French participant, Vulcanus in Japan 2003-2004**

**Anne Sophie Haerting, German participant, Vulcanus in Japan 2003-2004**

## Alumni Corner

**LOST ALUMNI** We no longer have contact information for the following EU-Japan Alumni: **MR. ERNST**

**BUCHBJERG, MR. DIETER BUCHERT, MR. JOHN CANNELL, MR. JOSÉ CANO, MR. MAURO CARABELLI,**

**MR. EMMANUELE CARBONI, MR. ANTONIO CARDONE, MR. ROBERTO CARELLA, MR. ROBERT CHANE, MR. ERIK CHRISTENSEN.**

If you know any means by which to get in touch with them (e-mail address, telephone,...), please contact us at [office@eujapan.com](mailto:office@eujapan.com).

