



## 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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This occasional newsletter is produced by the European office of the EU-Japan Centre, and is primarily intended to provide EU/Japan-related news.

If you want to submit EU/Japan-related information to be published in the next issue, please send details to:  
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Editor: J. Michelson

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- 2006/2007 - 10/20th anniversary of the EU-Japan Centre
- Forthcoming EC-funded training programmes in Japan
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### Milestones 1987 – 2006: 10th anniversary of the European office – Brussels

- |             |  |
|-------------|--|
| <b>1987</b> | <b>Opening of the EU-Japan Centre in Tokyo</b>                                       |
| <b>1987</b> | Launch of the comprehensive "Japan Industry Insight" programme                       |
| <b>1987</b> | Launch of the "Alternative Energy" programme   |
| <b>1988</b> | Launch of training missions focusing on "World Class Manufacturing"                  |
| <b>1995</b> | Launch of the forum "EU-Japan Business Dialogue Round Table" (as renamed in 1999)    |
| <b>1996</b> | <b>Opening of the European office of the Centre in Brussels</b>                      |
| <b>1996</b> | Launch of the "Vulcanus in Europe" programme   |
| <b>1997</b> | Launch of the "Vulcanus in Japan" programme  |
| <b>1997</b> | Launch of the "Meet Asia in Japan" training mission                                  |
| <b>1998</b> | Launch of the "Distribution & Business Practices" training mission                   |
| <b>1999</b> | Reform of the "Alternative Energy" programme   |
| <b>2000</b> | The Centre is appointed coordinator in Europe of the "Global Venture Forum"          |
| <b>2001</b> | Launch of an ICT version of the "Meet Asia in Japan" training mission                |
| <b>2001</b> | Launch of a food & drinks version of the "Distribution & Business Practices" mission |
| <b>2003</b> | Launch of a new Information Service on EU policies for Japanese affiliates in the EU |
| <b>2003</b> | Launch of a version of "Japan Industry Insight" for Japanese affiliates in the EU    |
| <b>2004</b> | 1st "World Class Manufacturing" workshop (co-organised with Enterprise Ireland)      |
| <b>2005</b> | Launch of a series of activities in favour of the promotion of FDI                   |
| <b>2006</b> | 2nd "World Class Manufacturing" workshop (co-organised with Enterprise Ireland)      |
| <b>2006</b> | The European office of the Centre celebrates its 10th birthday.                      |

On this occasion, we would like to thank all 1600 former participants in our various training programmes and all other users of the Centre's services for their trust in our expertise and their participation in our activities.

### Your voice will make the difference

#### Help design your ideal mission in Japan

The EU-Japan Centre for Industrial Cooperation is launching a new 5-day mission, "FDI in Japan", intended to give EU industry an efficient starting point for drafting a competitive analysis and a risk assessment for future investments in Japan.

We would be most grateful if you could take a few moments to fill in the questionnaire online at:  
[http://www.eu-japan.com/europe/fdi\\_survey.html](http://www.eu-japan.com/europe/fdi_survey.html)

Your experience and opinion will improve the final design and structure of the mission which will in turn **BETTER RESPOND TO YOUR NEEDS.**

Thank you in advance for your valuable cooperation.

For the details of the mission please consult: <http://www.eu-japan.com/europe/fdi.html>



**In the framework of the European Commission-funded programmes**

The EU-Japan Centre is currently inviting applications for:

**< World Class Manufacturing >**

For EU managers working for manufacturing companies in the EU

**< H RTP-Japan Industry Insight >**

For EU managers working for Japanese companies in the EU

**< Foreign Direct Investment in Japan >**

For EU managers responsible for the financial strategy of their EU company

Training dates in Japan:  
6 to 10 November 2006 (5 days)  
Pre-Departure Briefing date in Europe:  
early October 2006 (1 day)  
**Application deadline: 13 September 2006**

Training dates in Japan:  
22 January to 9 February 2007 (3 weeks)  
Pre-Departure Briefing date in Europe:  
12 December 2006 (1 day)  
**Application deadline: 10 October 2006**

Training dates in Japan:  
19 to 23 February 2007 (5 days)  
Pre-Departure Briefing date in Europe:  
N/A  
**Application deadline: 15 November 2006**

The training course consists of lectures and workshops, and European top decision-makers are able to visit some Japanese factories to understand the real "Gemba" (the production site), to talk directly with their production managers and to observe the effective implementation of manufacturing methods. A preliminary visit to an industry applying WCM methods is held in Europe, as well as a Pre-departure briefing session, prior to the training in Japan.

With the support of the Japan External Trade Organization (JETRO), the EU-Japan Centre for Industrial Cooperation is currently inviting applications for its forthcoming managerial training programme in Japan. The 41st session of the H RTP programme is targeted at EU managers working in Japanese companies based in the EU and focuses on improving communication between Japan headquarters and affiliated companies in the EU in all areas of daily management and practices.

This short course on FDI in Japan for EU firms will provide an overall understanding of the implications and relevance of Japan's FDI policy for EU firms interested in starting or growing business in Japan by acquiring local assets. One of the objectives of the mission is to help EU firms to identify strategic investment opportunities by enabling participants to gather information and resources about the incentives offered by various Japanese national, regional and local authorities to attract FDI.

More details on:

[http://www.eujapan.com/europe/wcm\\_november.html](http://www.eujapan.com/europe/wcm_november.html)

Contact:

Ms Céline Godart: [c.godart@eujapan.com](mailto:c.godart@eujapan.com)

More details on:

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

Contact:

Ms Emi Shibuya: [e.shibuya@eujapan.com](mailto:e.shibuya@eujapan.com)

More details on:

<http://www.eujapan.com/europe/fdi.html>

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**EU-JAPAN CENTRE'S NEWS**



**Workshop on Best Practice in Europe, Japan & USA**

**"Achieving Performance Excellence - The Route to Competitiveness"**

On 9 & 10 May 2006, 323 people from 24 countries from wider Europe, Japan and North America attended the Achieving Performance Excellence event in Dublin (Ireland). This was the second workshop on world class manufacturing (WCM) organised by the EU-Japan Centre and Enterprise Ireland with the support of various funding partners from the island of Ireland (the Irish Department of Enterprise, Trade & Employment, Invest Northern Ireland, InterTradeIreland, IDA Ireland, FÁS and EirGrid).

Whereas the first workshop in 2004 focused exclusively on the experience of companies located in Europe, this event included 28 case studies (including 10 of the world's top 50 manufacturing companies) from companies located in Europe, Asia and America; as well as keynote speeches by European, American and Japanese experts; contributions from representatives of the Irish, Japanese and EU Authorities; and plenary discussions.

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

**Looking for biotech, ICT/electronics business partners in Japan?**

The 12th Global Venture Forum (GVF) will put participating companies in touch with Japanese venture companies and entrepreneurs in new, high-tech and emerging fields of business.



GVF06-BIO is for high-tech venture companies in biotech fields (including drug discovery, diagnostic and therapeutic technology, medical equipment and devices, agribio, biomass, etc.). It coincides with the BioJapan 2006 trade fair.

Dates: 13 & 14 September 2006.

Application deadline: Wednesday 12 July 2006.



GVF06-IT is for technology-based start-up companies (in information & communications technologies, electric and electronic devices fields).

Dates: 14 & 15 November 2006.

Application deadline: Friday 25 August 2006.

Both events take the form of a trade fair. In addition to having a stand, participants will have the opportunity to give a simultaneously-translated presentation to a hand-picked audience made up of Japanese executives from leading companies, VCs, etc., who are looking for international partnerships and licensing opportunities.

For more information:

<http://www.eujapan.com/europe/gvf.html>, e-mail [simon@eujapan.com](mailto:simon@eujapan.com) or call +32-2-282 0047.





### Vulcanus in Europe 2007-2008

for EU industrial companies interested in hosting a Japanese engineering student for an 8-month internship

The EU-Japan Centre is inviting applications from EU companies to host Japanese trainees from August 2007 to March 2008.

Vulcanus in Europe internship programme offers EU host companies the unique opportunity to welcome students coming from Japan's leading engineering, scientific and technical universities.

On top of a highly qualified additional workforce, the selected students will provide EU host companies a useful insight into business with Japan and will be able to help companies with their R&D activities.

**Application deadline:  
30 September 2006**



For more details:  
[http://www.eujapan.com/europe/vulcanus\\_europe.html](http://www.eujapan.com/europe/vulcanus_europe.html)  
or contact Ms Margherita Rosada  
Tel: +32 2 282 3715  
E-mail: [m.rosada@eujapan.com](mailto:m.rosada@eujapan.com)

### Alumni Corner

Exports in the other direction

Global Grub, an independent London export marketing agency, is helping Kyoto-based tea company, Kyoei Seicha, to enter the rapidly growing European green tea market. Having travelled to Japan for a decade helping European companies enter the Japanese market, Matthew Nash, Head of Agency, was approached by Japanese contacts and asked to help build exports in the other direction. "We are very excited by the prospects of assisting Kyoei Seicha into Europe.

The European green tea market is growing rapidly, but consumers are largely unaware of the origin of their products. Japanese green tea is the highest quality available, and we are sure that opportunities exist to educate consumers about its benefits, quality, taste and fantastic heritage". Kyoei Seicha supplies 16 countries with food service products. In Japan it offers branded, private label, food service ranges and ingredients as well as a home delivery service for frozen green tea cakes!

Matthew NASH – 2003 Alumnus  
**Distribution & Business Practices in Japan** course

Matthew Nash of Global Grub, Tsukasa Maekawa, Senior Managing Director of Kyoei Seicha and Izumi Nakataya of Interdec Tokyo at the temples in Kyoto



### 15th EU-Japan Summit: 24 April 2006, Tokyo

Noted with satisfaction among points made in the Joint Press Statement in the context of strengthening Japan-EU relations: "Summit leaders ... recognised the importance of the EU-Japan Business Dialogue Round Table and the activities of the EU-Japan Centre for Industrial Cooperation."

More information: [http://jpn.cec.eu.int/home/news\\_en\\_newsobj1669.php](http://jpn.cec.eu.int/home/news_en_newsobj1669.php) or <http://www.mofa.go.jp/region/europe/eu/summit/joint0604.html>

Created in 1995, the **EU-Japan Business Dialogue Round Table** holds an annual meeting (this year on 13 and 14 July in Tokyo) that brings together a number of eminent representatives of major European and Japanese industrial corporations.



The chief executives of around 50 leading EU and Japanese enterprises meet for 'round table' 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

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

### In the framework of the European Commission-funded programmes



#### "EU Gateway to Japan" extended!



The European Commission has contracted EUROCHAMBRES and its network of Chambers of Commerce & Industry for the implementation of the EU Gateway to Japan 3 Plus programme, an extension of the current Gateway programme, which will end in September 2006. This extension will comprise six additional events from the end of 2006 until mid-2007.

Recruitment for the first 3 events of the EU Gateway to Japan 3 Plus campaign has started. Companies can now apply for trade missions in the following sectors: Interior Lifestyle (30 October – 3 November 2006), Information & Communication Technologies (29 January – 2 February 2007) and European Fashion Design (12-16 March 2007). Contact the National Co-ordinator in your country for more information. (<http://www.eugatewaytojapan.org/eu/contact.shtml?language=en>)

More information on deadlines, calendar of events:  
<http://www.gatewaytojapan.org>  
Contact: Agnieszka Pajak - [pajak@eurochambres.eu](mailto:pajak@eurochambres.eu)

#### "Executive Training Programme" for Japan and Korea

100 ETP candidates apply for 2006-2007 training cycle  
More than 100 EU companies have applied to participate in the next cycle of the Executive Training Programme for Japan and Korea. At the close of the application period in early June, candidates from 19 EU Member States had expressed their interest to join the programme. ETP is a European Commission programme designed to foster EU trade and investment with Japan and Korea through the training of business executives.

EUROCHAMBRES is in charge of the ETP promotional activities and of the liaison with potential candidates who have been supported by a dedicated network of 50 Chambers all around the EU, Japan and Korea. The EU-Japan Centre for Industrial Cooperation has also participated in many of the events organised jointly with the Chambers.

More information on the ETP programme:  
<http://www.www.etp.org>  
Contact: Laura Fiore - [fiore@eurochambres.eu](mailto:fiore@eurochambres.eu)





### JETRO BIZMATCH @CEATEC JAPAN 2006

CEATEC or "Combined Exhibition of Advanced Technologies" is Asia's largest annual technology and electronics exhibition, providing a platform for companies and organisations from all over the world to showcase their cutting-edge products, services and technologies.

The exhibition will be held in Makuhari Messe, Chiba from 3 to 7 October. More information: <http://www.ceatec.com/en/2006/>  
During this exhibition JETRO will offer a business-matching event connecting representatives from foreign firms with potential Japanese partners, coordinating one-on-one pre-arranged business meetings between programme participants and Japanese companies. For more information, please contact JETRO PARIS, Ms Cohen ([pcohen@jetroparis.fr](mailto:pcohen@jetroparis.fr)) or Mr. Yamada ([yamada@jetroparis.fr](mailto:yamada@jetroparis.fr))



### "Business Forum Japan" in Aix-en-Provence III

JETRO, a Japanese government-related organisation that promotes trade and investment, organised in June the 3rd edition of the "Business Forum Japan" economic mission in the Aix-en-Provence region in collaboration with R2i (Réseau Industrie Innovation) and Communauté du Pays d'Aix, supported by Pays d'Aix Développement and the Town of Aix-en-Provence. This year's programme focused on the ITER (International Thermonuclear Energy Reactor) project and on three economic sectors: high technology, cosmetics and food industry.

The Aix-en-Provence region is specialised in microelectronics, IT and the environmental sector with companies and organisations such as STMicroelectronics, ATMEL, Microsoft, Compaq, but is also well known for its food, cosmetics, logistics, nuclear and aerospace industries. The mission's objective is to allow Japanese companies to discover the Aix-en-Provence region's industries and products in order to develop business with local companies. To this effect, individual B-to-B meetings were organised for each Japanese representative, and one day was spent visiting regional industrial sites and the ITER site of Cadarache.

To know more about JETRO Lyon activities and facilities check the website: <http://www.jetro.go.jp/france/lyon/>



### JETRO Local-to-Local Project (LL project)

#### Fukushima Prefecture-Gävle

In 2006 JETRO (Japan External Trade Organization) has adopted twenty new LL projects. These projects are carried out to support regional economic activity, and they include international cooperation within technology, investment, etc. and industrial exchanges in various fields such as collaborative research, development, and manufactured goods.

One of these projects is the LL project between Fukushima Prefecture and Gävle Municipality which focuses on promoting coastal exchange in the wood processing industry, such as lumber and housing construction materials.



The project is being carried out by JETRO Stockholm and JETRO Fukushima with support from Gävle Municipality, Investment Gävleborg Agency (IGA), Port of Gävle, Chamber of Commerce of Central Sweden, Fukushima-ken Iwaki-city and Onahama Port. In September 2006 a research group from Fukushima is scheduled to visit Gävle. The research group will visit wood-related industries and companies in Gävleborg county and Dalarna county where they will investigate the possibility for future exchanges.

More information: <http://www.jetro.go.jp/sweden> or <http://www.mhk.cci.se>

### Dancing with Dragons, Tigers and Elephants



Chambers of Industry & Commerce of NRW, Germany are organising on 19 September 2006 an "International Business Day 2006", the largest international business conference with an integrated exhibition in North-Rhine Westphalia.

With this year's motto "Dancing with Dragons, Tigers and Elephants - Using Asian Markets to Generate Growth", the focus is placed on Asia. At the centre of the conference are firsthand reports from working in Japanese, Chinese, Indian and other Asian markets, as well as concepts of and solutions to working in these markets. There will also be a workshop focusing on the Japanese market.

The organisers are expecting some 800 business visitors, mostly from businesses in North-Rhine Westphalia. The conference language is German. For further information and registration please visit the website: <http://www.awtnrw.de>

### Osaka Station North District Revitalisation project

Osaka, already home to the headquarters of many multinational companies and a gateway for both established and developing technologies, is taking extraordinary steps into the future through an unprecedented urban revitalisation programme: the Osaka Station North District Revitalisation project. This 24 hectares area in Umeda district is due for redevelopment and is a project of unique type and scale in Japan. The area already features the largest train terminal in western Japan with over 2 500 000 passengers daily. The project is comparable to the King's Cross project in London.



Moreover, the robot industry and ubiquitous technology will be at the core of the North District redevelopment project. Osaka is home to many robotics manufacturers, IT-related industries as well as leading universities and research institutes, and therefore ideally positioned to develop a world-class industrial cluster in this field.

For more information: Julien FLAUJAC, Osaka City Paris Office - Tel.: +33 1 40 15 93 66 - E-mail : [ocparis@netntt.fr](mailto:ocparis@netntt.fr)





## "Germany in Japan 2005/2006"



"Germany in Japan 2005/2006" quickly developed from an image campaign into a "demand-driven" enterprise. The intensity of Japanese interest in Germany exceeded even the most optimistic forecasts. Millions of visitors flocked to German exhibitions, concerts, and opera, theatre and ballet performances which were mainly sponsored by Japanese media firms and were highly successful in economic terms. A total of nearly 1,600 events – on some days as many as 80 events simultaneously – were held across the whole country, by no means only in the Tokyo and Osaka areas.

One of the most welcome discoveries of "Germany in Japan 2005/2006" was the strong Japanese interest in scientific events. As this keen demand clearly shows, the economic, social and political issues on today's agenda – ranging from demography to nanotechnology, liquid crystals to reform of the United Nations, climate research to the relevance to today's world of Kant's famous work "On Perpetual Peace" – are of equal concern to both nations. One noticeable feature was the revival of the long tradition of German-Japanese legal relations, which today also reflect the latest developments. There were also major impulses for German firms. Many businessmen discovered that in Japan "holistic branding" of products, with German origin and design, makes for effective advertising. The great interest shown in German products encourages the German authorities to increase their advertising efforts in the popular areas of fashion, lifestyle, food, wine and tourism from now on. (Source: German Embassy in Japan)

## International Symposium

**Biotech Clusters in Germany and Japan: Examples of Successful Innovation and Industrial Policy (Tokyo, 21 April 2006)**

The objectives of this symposium, organised jointly by the German Institute for Japanese Studies (DIJ) and the Development Bank of Japan (DBJ), were to show the preconditions for a successful creation of clusters by presenting case studies of biotechnology clusters, and to stimulate further development by giving examples of "best practice".



After introductory remarks, Satoshi Fukasawa (DBJ) reported on trends in R&D promotion by the EU; Ralph Fülöp (DBJ Frankfurt Representative Office) presented a new research report on successful biotechnology regions in Germany; then followed presentations of successful bio-clusters in Germany (Kai-Uwe Bindseil for BioTOP, Klaus Plate for Heidelberg Technology Park) and Japan (Takashi Miki for the Kobe Medical Industry Development Project, and Masayuki Nakagawa for the Osaka Biocluster). All speakers stressed that the availability of excellent research institutions and the close link between science and industry, as well as the development of an adequate infrastructure and the overall acceptance of the technology, were the preconditions for a successful creation of clusters.

In the panel discussion in which the above speakers were joined by Yoshiro Akisue (Kazusa Akademia Park), Masayuki Kondo (Yokohama National University) and Nikolaus Müller (Nihon Schering KK), questions were discussed as to what characteristics the linkage between science and industry should have in order to enable an effective transfer of knowledge.

Presentations and the DBJ report are available on the DIJ homepage <http://www.dijtokyo.org> or via e-mail: [biotech@dijtokyo.org](mailto:biotech@dijtokyo.org).

## "JDZB-Science Award"

**The Science Award of the Society of Friends of the Japanese-German Center Berlin**

The Society of Friends of the Japanese-German Center Berlin (Japanisch-Deutsches Zentrum Berlin, JDZB) presents the "JDZB-Science Award" for achievements in natural science. This award seeks to promote young scientists working in the natural sciences in Germany and Japan.

Alternating each year, the award will be presented to a Japanese scientist in Germany and a German scientist in Japan (not older than 40) for excellent work in science that, as a rule, is post-doctoral. For the year 2006 the Society will accept nominations for a German scientist in Japan.

Nominations will be accepted in Spring/Summer by the board of the JDZB's Society of Friends. Nominations must be accompanied by a detailed report outlining the reasons for the nomination. The report should document whether the nominee's publications reflect the current state of scientific developments, what contribution he/she made, and which fundamental developments have been achieved. Publications must not be older than two years.

The winner of the award will be recommended by the Natural Sciences Team of the JDZB's Society of Friends and named by the Board of the JDZB's Society of Friends. The award will be presented in December.

Interested? Send your nominations until 31 October 2006 to: Japanisch-Deutsches Zentrum Berlin Saargemünder Str. 2 - 14195 Berlin e-mail: [twonneberg@jdzb.de](mailto:twonneberg@jdzb.de)



(Source: Japanisch-Deutsches Zentrum Berlin)



**The 14th BJT Business Japanese Proficiency Test** (Former JETRO Business Japanese Proficiency Test) will take place on Sunday, 19 November 2006 in London, Sheffield and worldwide. It is designed to measure objectively and evaluate one's Japanese communication skills in business situations, targeting non-native speakers engaged primarily in business.

The test is mainly supported by Japan's Ministry of Foreign Affairs, Agency for Cultural Affairs and Ministry of Economy, Trade & Industry, and leading business and academic organisations as well as the Japan Foundation and the Japan Educational Exchange & Services (JEES), and the National Language Research Institute.

For more information contact the University of Sheffield, e-mail: [eabs@sheffield.ac.uk](mailto:eabs@sheffield.ac.uk) or consult: <http://www.jetro.go.jp/en/bjt/>



### “Feel Finland in Science 2006”

Both Japanese and Finnish societies are now facing common challenges such as the need to strengthen international competitiveness and deal with an ageing society and environmental issues. Better results would surely be achieved if Japan and Finland were to cooperate and together propose solutions to those issues rather than each country trying to find solutions alone. Coincidentally, both governments have chosen the same priority areas in their science and technology policy. Concerning cultural aspects, both Finland and Japan share a common basis of respecting traditions and at the same time adapting willingly to something new. The main wish of the institute is to build a basis for exchange and cooperation both in cultural and in academic fields. In this way, by organising the campaign “Feel Finland in Science 2006”, it provides the opportunity for Japanese to learn about the current situation of Finnish science and research.

The “Feel Finland in Science 2006” campaign is supported by:

Ministry of Education - Embassy of Finland in Japan - Academy of Finland - Ministry for Foreign Affairs of Finland - University of Helsinki - University of Oulu - Helsinki School of Economics - University of Art and Design Helsinki - Tampere University of Technology - Nokia Corporation – Tekes – Finpro - The Foundation of the Finnish Institute in Japan - Finnish Chamber of Commerce in Japan



More information on: <http://www.finststitute.gr.jp/ffsc2006/index-en.html>

### Finnish Well-Being Center (FWBC) project in Sendai, Japan



In Sendai, north-eastern Japan, an innovative, bilateral health care project for the elderly is under way. Jointly implemented by the Republic of Finland and the City of Sendai, the Finnish Well-Being Center (FWBC) project has unique features that may enable it to serve as a model for cross-border cooperation in the Japanese welfare sector. Essential to the Finnish elderly care concept is rehabilitation and care services that promote and maintain independent living and physical functionality.

The project is significant for a number of reasons, one of the most important being that it involves cooperation among private companies, universities and local governments in both Finland and Japan for the development of health and welfare equipment. Joint efforts by companies in the two countries also serve to create and foster new fields of business. Moreover, the project provides a venue for research on new methods of care for the elderly that reflect Finland’s skills and experience in the field.

Dr. Sinikka Salo, Ph.D. - Head of R&D Unit, Business Development Director - R&D Unit, Sendai-Finland Well-Being Center Finpro  
E-mail: [sinikka.salo@finpro.fi](mailto:sinikka.salo@finpro.fi)

### Joint Project between Polish and Japanese Governments

The Poland-Japan Energy Conservation Technology Center (ECTC) is a joint project between the Polish and Japanese Governments which aims at contributing to further promotion of energy conservation technology in Polish industry, making the best use of Japan's knowledge and experience. ECTC’s mini-plant laboratory is equipped with six units of machinery such as boiler, steam trap, pump, burner, fan and compressor necessary for practical training. The Japanese Government through the Japan International Cooperation Agency (JICA) extends its technical assistance in the form of dispatching Japanese experts on a long as well as short-term basis, providing machinery and equipment and training Polish counterpart personnel in Japan.



The Polish Government, for its part, with The Polish National Energy Conservation Agency (KAPE S.A.) as the government-owned implementing agency, supplies services of the Polish counterpart personnel, both technical and administrative, provides facilities and bears the running costs necessary for the total operation of the project.

The official opening ceremony of the ECTC took place on 20 June 2005, and the first training sessions for factory executive managers were conducted in December 2005. Until May 2006 the ECTC has organised several training courses for executive managers as well as courses on compensation of reactive power, effective use of steam trap systems in factories and heat distribution system exploitation.

By 2008 the ECTC plans to train several hundred qualified industry staff – managers, independent auditors and professional energy auditors who will be able to improve energy conservation in Polish industry. Other activities include promoting energy efficiency, collecting, analysing and disseminating data and information on energy conservation and supporting companies specialising in energy efficiency.

The ECTC has hosted visits of such guests as HE Masaaki Ono, Ambassador of Japan in Poland, Mr. Andris Piebalgs, EU Commissioner for Energy, members of parliaments and governments of Poland and Japan.

More information: <http://www.pjcee.pl/english/index.html>



### 6th Lean Manufacturing Conference

Wroclaw - Poland: 26 - 28 June 2006

Supported by The Lean Enterprise Institute, the Wroclaw University of Technology has organised every year in June, since 2000, the Lean Manufacturing Conference.

The conference gathers more and more people interested in increasing the effectiveness of manufacturing enterprises and organisations providing services by applying the Lean Philosophy. Thanks to the support of the Lean Enterprise Institute, the Wroclaw University of Technology hosts every year the most known world experts in Lean Management such as James Womack, Daniel Jones, John Shook and others.

Each year over 300 persons participate in the conference, mostly managers from domestic and foreign enterprises.



The conference is considered the biggest Lean Management event in Central and Eastern Europe. This is the only opportunity to meet many world and domestic experts and practitioners, advisors, authors, and other prominent individuals dealing with the issue of Lean Manufacturing in one place at the same time.

More information on: <http://www.lean.org.pl>





### Latvian Embassy opened in Japan



On 20 April 2006, Latvian Prime Minister Aigars Kalvitis ceremonially opened the Latvian Embassy in Tokyo, Japan. This is the second Latvian representation in the Far East region. In his opening address, Prime Minister Kalvitis noted that "relations between both countries are facing a historical moment as we evidence the emergence of new and so far unexploited opportunities for cooperation enabled by the operation of a diplomatic representation specifically in Japan. There is no doubt that the Latvian Embassy will play a principal role in the expanding of political, economic and cultural contacts between both countries".

More information on: <http://www.am.gov.lv/en/news/>

### New Nominations at NCCJ

The Netherlands Chamber of Commerce in Japan (NCCJ) is pleased to inform you of its newly elected Chairman and Vice-Chairman, unanimously approved at the recent Annual General Meeting held in May. The new Chairman is Mr. Ronald Scherpenhuijsen Rom, of ING Bank NV Tokyo Branch, with Mr. Corneel Koster, of KLM Royal Dutch Airlines, as Vice-Chairman. As always, NCCJ looks forward to productive, friendly cooperation with other Chambers of Commerce. More information: <http://www.nccj.jp>

### Motorsport Mission to Japan



In March 2006 the Motorsport Industry Association took a group of 11 delegates on a very successful motorsport mission to Japan and South Korea, supported by UK Trade & Investment. The delegation was received by the British Embassy, Tokyo, whose prestigious networking reception gave the delegation an unrivalled opportunity to network with over 60 high-profile Japanese motorsport executives including Mr. Shimada, President, Fuji Speedway who made a brief opening speech. For the first time this year, the Japan mission programme included industry visits to NISMO (motorsport arm of Nissan) and Bridgestone. The group had the chance to gain a valuable insight into these global businesses at the heart of the Japanese motorsport industry, and again they had the opportunity to meet with the most senior level management in both these companies.

More information on: <http://www.the-mia.com> or <http://www.motorsportresearch.com>

### New Cooperation Agreement

#### ESF signs new cooperation agreement with the Japan Society for the promotion of Science (JSPS)

The European Science Foundation (ESF) has recently signed a new extended Memorandum of Understanding with the Japan Society for the Promotion of Science. The Memorandum provides for the close cooperation between both organisations for the organisation of 'Frontier Science Meeting Series for Young Researchers', which bring about 80 young researchers from both Europe and Japan together with more senior scientists to debate and exchange views on key topics at the cutting edge of research. These conferences, led by eminent researchers from Europe and Japan, normally take place each year, alternately in Europe and Japan. Plans are now in hand for conferences to be held in Japan in 2007 on 'Robotics' and in Europe in 2008 on the topic of 'Social cognitive neuroscience'.



More information on: <http://www.esf.org/esfjps> or contact Ms Caroline Hirst, Head, ESF Research Conferences Unit at: [conferences@esf.org](mailto:conferences@esf.org)

### Nippon Keidanren's new Chairman

#### Canon's Mitarai as Nippon Keidanren's new Chairman commits himself to the strengthening of Japan's industrial power

The election of Fujio Mitarai, chairman of Canon Inc. as chairman of the Nippon Keidanren (Japan Business Federation), replacing Hiroshi Okuda from Toyota Motor Corporation, is making headlines as an important event in Japan's business community and as a signal of the shifting direction of the country's economic future.

Whoever heads this organisation, often dubbed as the "citadel of Japan's capitalism," is viewed with great interest because of its power and influence in the shaping of the nation's industrial and economic policies, or economic society itself.

<http://www.fpcj.jp/e/mres/japanbrief/>  
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### Publication

#### on German-Japanese Scientific Exchanges

On the occasion of its 10th anniversary the 'Deutsche Gesellschaft der JSPS-Stipendiaten e.V.', the alumni association of JSPS-fellows (Japan Society for the Promotion of Science) in Germany, published a book on the history and development of German-Japanese scientific exchanges in different academic fields. The English publication is free of charge and can be ordered by e-mail from [jsp-club@t-online.de](mailto:jsp-club@t-online.de)



### 9th JAMA-CLEPA Business Conference

#### Dresden, 22-25 May 2007

The increasing scale of Japanese automotive investment in Europe is a significant business opportunity for European-based suppliers of components, technology and services. JAMA (Japan Automobile Manufacturers Association) and CLEPA (European Association of Automotive Suppliers) are therefore pleased to announce their 9th JAMA-CLEPA Business Conference, which will take place in the International Congress Centre of Dresden from 22 to 25 May 2007. Preliminary information can be found at <http://www.jama-clepa.com>, where online registration is open until 3 November 2006.



### French Fashion Designers in Japan

#### Livingroom: "an international selection of innovative and cutting edge designers"

Launched in September 2005 in Tokyo by la Fédération Française du Prêt-à-Porter Féminin – the leading European fashion force and owner of PRET A PORTER PARIS® and ATMOSPHERE® – Livingroom presents twice a year some highly selective fashion and accessories designer labels. As a platform for creativity and quality, Livingroom's stringent selection committee carefully selects the designers (non-Japanese) presenting at the show.

Part of the Japanese trade show "rooms" organised by HP France for 6 years, Livingroom attracts more than 8,000 visitors over 3 days. The most selective multibrand boutiques and main department stores attend Livingroom.

The next edition of Livingroom will be held from 12-14 September 2006 at Yoyogi National Stadium (Tokyo), for Spring/Summer 2007.

More information: <http://www.livingroomtokyo.com>





Date / Location	Event	Contact
22 Jun 2006 Kiel, Germany	<b>Symposium</b> Maritime Technology in Japan and Europe/Germany	Deutsch-Japanischer Wirtschaftskreis (DJW) E-mail: <a href="mailto:info@djw.de">info@djw.de</a> <a href="http://www.djw.de/veranstaltung/veranstaltung.html">http://www.djw.de/veranstaltung/veranstaltung.html</a>
25 - 29 Jun 2006 Tokyo, Japan	<b>Ministerial Trade Mission to Japan</b> led by Minister Micheal Martin, Minister for Enterprise, Trade & Employment and Frank Ryan, CEO of Enterprise Ireland	Enterprise Ireland Susan Fanning: <a href="mailto:susan.fanning@enterprise-ireland.com">susan.fanning@enterprise-ireland.com</a> <a href="http://www.enterprise-ireland.com/">http://www.enterprise-ireland.com/</a>
29 - 30 Jun 2006 Tokyo, Japan	<b>2-day Seminar</b> Experience Excellence in Production: Toyota	interlogueJEB Ltd. For registration, please fax to Ms Kumagai: Fax: +81 3 33726526
30 Aug 2006 Stockholm, Sweden	<b>JSPS Science Forum 2006</b> Frontiers of Genome Science and Challenges to Medical Application	Japan Society for the Promotion of Science (JSPS) Stockholm office - <a href="http://www.jsps-sto.com">http://www.jsps-sto.com</a> E-mail: <a href="mailto:info@jsps-sto.com">info@jsps-sto.com</a> Tel: +46 8 508 845 61
10 - 11 Sep 2006 Helsinki, Finland	<b>10th Asia-Europe Business Forum</b>	Confederation of Finnish Industries EK E-mail: <a href="mailto:aebf10@ek.fi">aebf10@ek.fi</a> <a href="http://www.ek.fi/businessforums/aebf/en/">http://www.ek.fi/businessforums/aebf/en/</a>
13 - 15 Sep 2006 Osaka, Japan	<b>World Business Forum</b> Bio Japan 2006	<a href="http://expo.nikkeibp.co.jp/biojapan/2006/eng">http://expo.nikkeibp.co.jp/biojapan/2006/eng</a>
21 - 22 Sep 2006 Vienna, Austria	<b>"Fit for Asia" training days</b> Patent information from Japan, China and Korea	European Patent Office - EPIDOS Training Centre E-mail: <a href="mailto:training.vienna@epo.org">training.vienna@epo.org</a> <a href="http://www.european-patent-office.org/epidos/training/programme/2006/asian_pi.php">http://www.european-patent-office.org/epidos/training/programme/2006/asian_pi.php</a>
23 - 30 Sep 2006 Tokyo, Japan	<b>Belgian Sectorial Mission</b> Visit: International Home Care & Rehabilitation Exhibition	Flanders Investment & Trade <a href="http://www.investflanders.com">http://www.investflanders.com</a>
29 Sep 2006 Cardiff, UK	<b>Conference</b> Doing business with Japan Business, Professions and Government Division	The Chartered Institute of Linguists E-mail: <a href="mailto:stephen.eden@iol.org.uk">stephen.eden@iol.org.uk</a> <a href="http://www.iol.org.uk/events/default.asp">http://www.iol.org.uk/events/default.asp</a>
11 Oct 2006 London, UK	<b>Japan Seminar</b>	The School of Oriental and African Studies (SOAS) E-mail: <a href="mailto:outreach@soas.ac.uk">outreach@soas.ac.uk</a> <a href="http://www.soas.ac.uk/outreach/index.cfm?navid=2220">http://www.soas.ac.uk/outreach/index.cfm?navid=2220</a>
30 Oct - 3 Nov 2006 Tokyo, Japan	<b>European Commission-funded Programme</b> <Interior Lifestyle Trade Fair> <b>Application deadline: 5 July 2006</b>	EU-Gateway to Japan <a href="http://www.gatewaytojapan.org/">http://www.gatewaytojapan.org/</a>
6 - 10 Nov 2006 Tokyo, Japan	<b>European Commission-funded Programme</b> Training Mission in Japan <World Class Manufacturing> <b>Application deadline: 13 September 2006</b>	EU-Japan Centre for Industrial Cooperation Tel: +32 2 282 3716, E-mail: <a href="mailto:office@eujapan.com">office@eujapan.com</a> <a href="http://www.eujapan.com/europe/wcm_november.html">http://www.eujapan.com/europe/wcm_november.html</a>
27 Nov - 1 Dec 2006 Osaka - Tokyo, Japan	<b>FR Trade Mission</b> <Healthcare Trade Mission> <b>Application deadline: 15 July 2006</b>	Chamber of Commerce & Industry of Paris Laurence Verdière - Fax: + 33 1 5565 3677 E-mail: <a href="mailto:lverdiere@ccip.fr">lverdiere@ccip.fr</a> - <a href="http://www.ccip.fr">http://www.ccip.fr</a>
22 Jan - 9 Feb 2007 Tokyo, Japan	<b>Training Programme in Japan</b> for Japanese companies based in the EU <H RTP - Japan Industry Insight> <b>Application deadline: 10 October 2006</b>	EU-Japan Centre for Industrial Cooperation Tel: +32 2 282 0042, E-mail: <a href="mailto:office@eujapan.com">office@eujapan.com</a> <a href="http://www.eujapan.com/europe/hrtp.html">http://www.eujapan.com/europe/hrtp.html</a>
19 - 23 Feb 2007 Tokyo, Japan	<b>European Commission-funded Programme</b> Training Mission in Japan <Foreign Direct Investment in Japan> <b>Application deadline: 15 November 2006</b>	EU-Japan Centre for Industrial Cooperation Tel: +32 2 282 3716, E-mail: <a href="mailto:office@eujapan.com">office@eujapan.com</a> <a href="http://www.eujapan.com/europe/fdi.html">http://www.eujapan.com/europe/fdi.html</a>

