



Left-side photo:

Martin Tschinkl with his trainee, Masaki Ito

Right-side photot: Rok Sabjan with his trainee,

Takashi Nakamoto

## HOST A TRAINEE - a valuable addition to the R&D workforce

### HOST COMPANY TESTIMONIALS

As a high-tech company we often deal with Japanese counterparts.

In 2009 we took part in the Vulcanus programme for the second time.

The student worked in the field of Micro Lithography and was assigned to several technical projects to improve the quality and costs of the production processes.

We will definitely apply again as a host company, and I can strongly recommend participating in this programme once a detailed job and skill profile are available.

Mr Martin Tschinkl

AMTC Advanced Mask Technology Center (Germany)

Host company since 2007, Cosylab participated in the Vulcanus programme for the first time in 2009/10. The results have exceeded our expectations. Our trainee proved to be a very talented young man and integrated into our company as an employee.

We were able to include him in our customer-related engineering projects, where he provided valuable contributions. On the basis of the results we have decided to continue our participation in the Vulcanus programme also for the next session.

Mr Rok Sabjan

Cosylab (Slovenia) - Host Company in 2009



EU-Japan Centre  
for Industrial Cooperation  
日欧産業協力センター

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 businesspeople, for EU and Japanese students and researchers, and through information services and an industrial dialogue.

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

## CALL FOR APPLICATIONS

For EU-based potential host companies: 8-month internship in the EU

The Centre is currently inviting applications from EU companies to host Japanese trainees for 8 months (August 2011-March 2012).

The trainees come from leading Japanese universities and are students in engineering or other scientific/high-tech fields.

They will be able to communicate in the EU host company's local language. EU host company's benefits: a valuable addition to the R&D workforce and an insight into the Japanese culture, extremely useful for successful business with Japan.

- Application deadline: Thursday, 30 September 2010



[http://www.eu-japan.eu/global/  
host-a-trainee.html](http://www.eu-japan.eu/global/host-a-trainee.html)

## The EU-Japan Business Round Table met in Tokyo on 19 & 20 April 2010

The 2010 Business Round Table recommended that, if they conclude that sufficient progress has been made towards effective solution and implementation of specific non-tariff issues identified by Summit leaders last year, the EU and Japanese Authorities should discuss with all stakeholders whether a binding trade and investment agreement would be able to deliver where current dialogues have not.



More specifically, the BRT recommended that both authorities start negotiations on a balanced and mutually beneficial bilateral agreement, as soon as the EU and Japanese Authorities agree that the right conditions

are met, in order to promote an ambitious expansion of trade and investment between the EU and Japan.

The business leaders also recognised the importance of reinforcing their cooperation to address these challenges which could result in harmful supply shortages.

They urged the EU and Japanese Authorities to promote cooperation in industrial research and development, as well as joint programmes enhancing EU-Japan cooperation in next-generation technologies.

On 28 April 2010, during the 19th EU-Japan Summit, the agreed set of the BRT Recommendations was handed over to the then Prime Minister Hatoyama, President Van Rompuy and President Barroso in Tokyo.

<http://www.eu-japan-brt.eu/index.php?content=recommendations-handover>

<http://www.eu-japan-brt.eu/index.php?content=round-table>



### Seminar on Business Reporting for Sustainability

#### REPORT RELEASED

On 26 May 2010 the EU-Japan Centre for Industrial Cooperation and the World Intellectual Capital Initiative (WICI), with the support of the Japanese Ministry of Economy, Trade & Industry and the European Commission (DG Enterprise & Industry), as well as of JETRO Brussels, the Business Council in Europe (JBCE) and JMC Brussels, organised a full-day seminar on Business Reporting for Sustainability, with the participation of Ambassador Naoto Nikai (Japanese Mission to the EU) and Viscount Etienne Davignon (President, CSR Europe), and speakers from HORIBA, Ltd., Novo Nordisk A/S, Accounting for Sustainability and the European Federation of Financial Analysts Societies (EFFAS), the European Parliament, e-Parcel Corp., Sakigake Semiconductor Co., Ltd., Wissenskapital GmbH and Doshisha University.

## Seminar: Environmental Quality Control

#### REPORT RELEASED

On 8 June 2010 the EU-Japan Centre for Industrial Cooperation, with the support of the European Commission (DG Environment), organised a full-day seminar on Environmental Quality Control, with speakers from Eurasia Environmental Technologies, the Commission and the European Green Party. In the context of climate change, the need to approach the phenomenon through international coordination is nowadays broadly accepted, at least



Importance of Environmental Quality Control for Companies  
EU-Japan Centre – 8 June 2010  
Gilles Vincent

in the OECD countries. As a consequence, it is also gradually understood that greenhouse gas emission is only one part of a broader environmental situation that we have to tackle now, in order to avoid severe consequences. In the longer term those consequences impact our daily lives, in particular health and food supply.

Starting with an overview of how Europe and Japan are currently developing regulatory pressures, the seminar focused on how corporations may enjoy growth opportunities arising from a series of new constraints related to environmental issues in order to create and develop a solid socio-economic added value for the longer term.

Full report available online

<http://www.eu-japan.eu/global/events/seminar-eqc-8june2010.html?year=2010>

In the context of the global financial crisis people have realised the importance of sustainable capabilities of companies, which cannot easily be recognised through financial reporting. Hence the need to establish a new mechanism of business reporting which enables the evaluation of the exact value of a company, covering not only financial but also non-financial information, including ESG/CSR, in which society has a great interest. Based on experiences of European and Japanese companies, regardless of their size, to communicate with stakeholders, the seminar debated the need for a framework for business reporting for sustainability, focusing on non-financial information relating to a company's business strategy, its own value creation mechanism and its economic performance, rather than asking companies for as much information as possible from a purely social point of view.

Full report available online

<http://www.eu-japan.eu/global/events/symposium-sustainability-26may2010.html?year=2010>

## Seminar for the promotion of EU-Japan S&T partnerships



On 14 April 2010 the EU-Japan Centre for Industrial Cooperation organised a seminar for the promotion of EU-Japan S&T partnerships on the occasion of the official launch of the J-BILAT project co-funded by the European Commission and run by the Centre.

The seminar was very well attended by approximately 200 participants from organisations of various sectors from across Japan. It was followed by a networking cocktail that gave the opportunity for numerous discussions and exchanges of information.

### EU 2020 STRATEGY

The "EU 2020 Strategy" focuses on the importance of the knowledge triangle (research, education, innovation) for future competitiveness and prosperity, whilst Japanese governmental policy aims at building synergies between universities, research organisations and the private sector to obtain better results in the innovation field. In this context, both regions are elaborating strategies in order to develop international cooperation. However, although there are a significant number of cooperative projects being implemented between EU Member States and Japan, cooperation between the EU and Japan is far from having reached its full potential.



The EU-Japan S&T Agreement signed at the end of November 2009 should result in additional momentum for EU-Japan R&D cooperation, and it is very much hoped that the J-BILAT project will reduce the lack of information on the EU 7th Framework Programme among Japanese research organisations, and thus contribute to increase the –currently very low– Japanese participation in FP7 projects.



### Forthcoming J-BILAT seminar

The forthcoming J-BILAT seminar (2nd) on EU-Japan collaboration in energy/material science will be held on 30 June in Yokohama, Japan ([http://www.j-bilat.eu/seminar/seminar\\_2](http://www.j-bilat.eu/seminar/seminar_2)), mostly in Japanese and without interpretation.

### Irish Minister for Education & Science, Mr. Batt O'Keeffe's visit to the EU-Japan Centre



On 12 March 2010 Mr. Batt O'Keeffe, T.D., Irish Minister for Education & Science, visited the EU-Japan Centre for Industrial Cooperation for a briefing on the Centre's activities, in particular its training activities for businesspeople and the "Vulcanus" programme.

Ireland is showing an increasing interest in EU-level training programmes with Japan. A presentation on activities on the EU-Japan Centre by the Centre's General Managers, Messrs. Guerrier and Tsukamoto, was followed by a briefing by Mr. Stefan Huber, Deputy Head of the EU Delegation to Japan, on the ETP (Executive Training Programme). Minister O'Keeffe was interested to hear about the impact of the financial crisis on the Centre's programmes and about details on the needs of EU and Japanese managers. He also met the European participants of the "Vulcanus" programme for a discussion on the benefits of their training in Japan, for them and for their host companies.



### HRTP-Japan Industry Insight 2010 Former participant feedback

Looking back at this experience, I definitely feel that my cultural, personal and business background have considerably increased. Japanese believe they are unique, and my experience so far confirms this statement. Therefore I believe that the HRTP programme is really useful, especially for SME companies wishing to export or internationalise with reference to the Japanese market. Internationalisation with this country is inconceivable without a proper preparation.

Thanks to the lectures, the Japanese language lessons, the joint seminar and the field trips, I can say that now I have a good background for trying to develop a business in Japan for Edilteco, and for dealing more effectively in next business meetings with Japanese companies.

Elisa Stabellini  
Marketing Manager - Edilteco (S.R.L.)

<http://www.eu-japan.eu/global/business-training.html>

## EC-funded managerial programmes in Japan

### CALL FOR APPLICATIONS

The EU-Japan Centre is currently calling for applications for the following training missions:

#### Distribution & Business Practices in Japan (DBP 2011)

The 5-day DBP 2011 training mission will help EU companies to acquire useful tools for building an effective marketing strategy for the Japanese/Asian market. It will help participants to understand how existing channels successfully adjust their strategy to develop segmentation and product differentiation in the Japanese market.

Dates: 21 - 25 February 2011 in Japan  
Application deadline: 9 December 2010

#### HRTP - Japan Industry Insight

The 4/5-week HRTP 47 training mission will help EU companies to take full advantage of Japanese business opportunities and provide an integrated in-depth view of Japanese industrial structure and business practices. It includes lectures, conferences, seminars, study visits, negotiation exercises and language classes and an optional 5th week with individual company visits.

Dates: 16 May - 10/17 June 2011 in Japan  
Application deadline: 17 February 2011



[http://www.eu-japan.eu/global/  
business-training.html](http://www.eu-japan.eu/global/business-training.html)

## EC-funded managerial training programme in Japan

### DBP 2010 ALUMNUS FEEDBACK



"Thanks to the Distribution & Business Practices in Japan training mission, I gained more insight into distribution channels, consumer products, demographics and the general consumer situation. Most importantly the structure of distribution channels here in Japan, as this helps me to assess in which direction to go for different types of products and markets. The course was definitely of help for my company in order to enable SMEs establish their businesses in Japan."

Kai Forsell, Trade Commissioner, FINPRO-Japan, Finnish Trade Centre



[http://www.eu-japan.eu/global/  
business-training.html](http://www.eu-japan.eu/global/business-training.html)

## Other EC-funded programme - EU Gateway Programme

Since 2002 the EU Gateway Programme has managed five Interior Design business missions to Japan that saw the participation of 160 companies from 18 EU Member States and achieved successful results, with 95% of the participants developing new business contacts.

The objective of that business mission is to give companies an opportunity to:

- discover the world of interior design in Japan;
- deepen their knowledge of the Japanese market and develop a business strategy to penetrate the market; and
- introduce and display their products to potential business partners and have on-site visits to Japanese firms in the design business.

Mission dates: 25-29 October 2010



[http://www.eu-gateway.eu/eu-  
design/](http://www.eu-gateway.eu/eu-design/)



## New application rules and accounting procedures for EU research funding

Many researchers find the procedures for securing EU funding for their projects are inconsistent and unnecessarily complicated. They also complain about short deadlines for responding to calls for research proposals and about delays in receiving money at various stages of projects.

Now the Commission is proposing new rules aimed at making it easier to apply for and manage grants, admitting that participation in EU-funded projects has become complex.

The plan revolves around introducing new computer systems, streamlining administrative procedures, ensuring the rules are applied consistently and publishing calls for proposals in good time. An expert panel would monitor the new rules to see if they improve the situation.

[http://ec.europa.eu/news/science/100430\\_en.htm](http://ec.europa.eu/news/science/100430_en.htm)

## Report on competition policy 2009

The European Commission's 2009 Report on Competition Policy has recently been published. The report gives an overview of the key changes to the EU competition rules and policy and the major enforcement actions. The Focus Chapter of the report is devoted to the contribution of competition policy to fight the financial and economic crisis. It demonstrates how the competition policy tools were used to face up to the crisis and highlights the benefits that competition policy delivers to the internal market. As the experience of 2009 shows, competition policy has a major role to play in the transition from an economy in a crisis that needs public support and aid to the dynamic and sustainable economy aimed at by the "Europe 2020" strategy.

Source: © European Union, 2010 - Competition Directorate General of the European Commission's Newsletter

[http://ec.europa.eu/competition/publications/annual\\_report/2009/en.pdf](http://ec.europa.eu/competition/publications/annual_report/2009/en.pdf)

## President Barroso congratulations' message to H.E. Mr Naoto Kan

José Manuel Barroso, President of the European Commission, sent the following message of congratulations on 8 June to the newly appointed Prime Minister of Japan, H.E. Mr Naoto Kan:

«Let me express my warmest congratulations on your appointment as the new Prime Minister of Japan. I wish you every success in implementing the ambitious programme of reform of the Democratic Party of Japan.

I am looking forward to working closely with you on further strengthening political and economic relations between Japan and the European Union, including exchanging experience on regional integration in view of your goal of promoting an East Asia Community.

As global partners who share the same basic values and world views, Japan and the European Union have a lot to do together on key topics on the international agenda such as fighting climate change, promoting global economic governance and peace building.

I hope to meet you in Toronto at the end of the month and later this year at the ASEM Summit in Brussels. I consider it important that Japan and the European Union should make progress this year in implementing the conclusions of the last Japan-EU Summit, which took place on 28 April 2010 in Tokyo.»



<http://europa.eu/rapid/pressReleasesAction.do?reference=MEMO/10/240&format=HTML&aged=0&language=EN&guiLanguage=en>



## Foreign Policy and Security meeting

Catherine Ashton, High Representative of the European Union for Foreign Affairs & Security Policy, met on 28 April with Japanese Foreign Minister Katsuya Okada in Tokyo.

During their meeting both parties discussed a wide range of foreign policy and security issues such as nuclear proliferation, development, trade and relations with Iran, China and Africa.



[http://www.deljpn.ec.europa.eu/modules/media/news/2010/100428b.html?ml\\_lang=en](http://www.deljpn.ec.europa.eu/modules/media/news/2010/100428b.html?ml_lang=en)

## Joint EU – Japan workshop

### Civil societies of the EU and Japan working together on global challenges

#### EESC workshop mulls over the future of EU-Japan relations

As the Action Plan which frames the relationship between the EU and Japan expires in 2011, the European Economic & Social Committee (EESC) brought together civil society organisations, academia, government and EU officials on 28 May to broach the challenging issue of the future shape of cooperation.

This workshop, organised by the EESC's Section for External Relations, in association with the EU Institute in Kansai and EU Studies Institute in Tokyo, was the third in a series of meetings between major stakeholders from Europe and Japan. Aimed primarily at discussing the future shape of EU-Japan relations and the role of civil society within it, the meeting additionally hosted discussions on ways of reconciling economic growth and sustainable job creation.

The event was opened by Mr Sandy Boyle, Vice-President of the External Relations Sec-

tion of the EESC and H. E. Nobutake Odano, Ambassador of Japan to the EU. Panellists included experts from Japanese universities, the European institutions, the Japanese Mission to the EU and EESC members, among them, Eve Päärendson (Group of Employers, Estonia), President of the EESC Contact Group on Japan.

Whilst welcoming the general conclusions of the last EU-Japan Summit, which stressed the need for closer and more intensive cooperation, the EESC deplored the fact that the role of civil society in bilateral relations was not adequately reflected. By means of this workshop, the EESC demonstrated the contribution of civil society when addressing global and societal challenges and discussed ways of strengthening civil society links between the EU and Japan.

<http://europa.eu/rapid/pressReleasesAction.do?reference=CES/10/633&type=HTML>



[http://www.eesc.europa.eu/sections/rex/asia/japan/index\\_en.asp?id=6330rexen](http://www.eesc.europa.eu/sections/rex/asia/japan/index_en.asp?id=6330rexen)

## 19th Japan-EU Summit

28 April - Tokyo, Japan

The 19th Japan-EU Summit was held in Tokyo on 28 April. The then Prime Minister Dr. Hatoyama, Mr. Van Rompuy, President of the European Council, and Mr. Barroso, President of the European Commission, engaged in a substantive and productive discussion at the meeting.



Cabinet Public Relations Office, Japan

Most importantly, the Summit leaders decided to establish a joint High-Level Group to identify options for strengthening Japan-EU relations and to define the framework for its implementation.

Japan and the EU agreed to begin a joint examination of ways to comprehensively strengthen and integrate the economic re-

lationship by addressing all issues of interest to both sides, including tariffs and non-tariff measures.

The then Prime Minister Dr. Hatoyama stated at the joint Press Conference that "At next year's Summit we will determine the next step based on the options emerging from this examination. The Japanese side would like to carry on the process which leads to an economic partnership agreement (EPA) as one option, and will be devoting its efforts to bring this about."

The Joint Press Statement details some of the other tangible results from the talks including substantial cooperation initiatives in the field of the EU's Common Security & Defence Policy (CSDP), as well as global challenges such as climate change and the financial crisis.

Detailed information about the Summit is available on the below-mentioned website link.

Source:

Mission of Japan to the European Union

<http://www.mofa.go.jp/region/europe/eu/index.html>



### Visit to Brussels by Japanese Minister for Education, Culture, Sports, Science & Technology

On 4 May the Japanese Minister for Education, Culture, Sports, Science & Technology, Mr. Tatsuo Kawabata, visited Brussels and had a meeting with European Commissioner Máire Geoghegan-Quinn, responsible for Research, Innovation & Science. The meeting took place immediately after the Japan-EU Summit and set the renewed Japan-EU relations off to a good start.

They followed up on the Summit agreement, namely, reconfirming the deepening and promotion of Japan-EU collaboration on research and development. They also renewed their commitment to the success of the ITER project, which should contribute to a peaceful use of nuclear energy and the development of clean energy in the future.

Source:

Mission of Japan to the European Union



### Visit to Brussels by Parliamentary Vice-Minister for Defence

Parliamentary Vice-Minister for Defence, Mr. Daizo Kusuda, visited Brussels on 6-7 May. He engaged in a number of discussions including those with General Hakan Syren, Chairman of the EU Military Committee (EUMC), General David Leakey, Director-General of the EU Military Staff (EUMS) and Ms Claude-France Arnould, Head of the EU Council's Crisis Management Planning Directorate (CMPD), to name but a few.

Counter-piracy operations off the coast of Somalia, the question of Afghanistan as well as international terrorism were high on the agenda. It was reaffirmed that in order to tackle those key common challenges, Japan and the EU must expand their cooperation even further.

Source:

Mission of Japan to the European Union

## Japan-EU English Haiku Contest

28 April - Tokyo, Japan

Organised by the Japanese Government and the EU

Sponsored by Asahi Shimbun and Matsuyama City

The Government of Japan and the EU organised a Japan-EU English Haiku (a form of Japanese poetry) Contest on the occasion of the 19th Japan-EU Summit in Tokyo on 28 April. President of the European Council, Mr. Herman Van Rompuy, present at the Summit, is a renowned haikuist.

Within just two weeks the contest received 523 beautiful haiku entries (182 from Japan and 341 from the EU) on the theme of "Japan and Europe".

Among those, an entry from Romania won the grand prize. The winner has been invited for a stay in Dogo Onsen (hot spring) in Matsuyama City, the centre of modern haiku in Japan.

- The winning entry:

**Unfolding a map  
the cherry petals connect  
Europe and Japan.**

by Mr. Eduard Tara (Romania)

- Comment on the winning entry by the judges:  
"Sitting under a cherry tree with a fellow traveller, the haikuist ponders the world map. Cherry blossoms hint at an adventurous path they should take."

Source: Mission of Japan to the European Union

## 2010 Spring Conference of Japanese Decorations on Foreign Nationals



On 29 April the Government of Japan decided to confer decorations on 62 foreign nationals. Dr. Georg Jarzembowski and Count Georges Jacobs de Hagen were conferred by His Majesty Emperor Akihito with the Order of the Rising Sun, Gold and Silver Star in recognition of their distinguished service to Japan-EU relations.

Dr. Jarzembowski greatly contributed to the development of Japan-EU relations as former Chair of Delegation for relations with Japan at the European Parliament. Count Jacobs de Hagen played a significant role in promoting Japan-EU economic and business relations as former Co-Chairman of the EU-Japan Business Round Table (BRT).

These decorations were awarded to the conferees in Brussels on the 2<sup>nd</sup> and the 9<sup>th</sup> of June by H.E. Mr. Nobutake Odano, Ambassador Extraordinary and Plenipotentiary of Japan to the EU, on behalf of the Emperor of Japan.



Source: Mission of Japan to the European Union

## The European Union and Japan sign mutual recognition of Authorized Economic Operators

Brussels, 24 June 2010

Director-General Walter Deffaa of Taxation and Customs Union of the European Commission and Director-General Toshiyuki Ohto of Customs and Tariff Bureau of the Ministry of Finance, Japan signed today the Decision establishing mutual recognition of Authorized Economic Operators (AEOs) between the EU and Japan.

This mutual recognition offers enhanced trade facilitation opportunities provided by customs to certified trustworthy traders on both sides who have invested in securing their supply chains. In this way customs can also concentrate on high risks.

The signature took place in the presence of EU Commissioner for Taxation and Customs Union, Audit and Anti-fraud, Algirdas Šemeta and the Ambassador of Japan to the European Union, Nobutake Odano.

With this decision, two major trading partners, the EU and Japan, establish the equivalence of their AEOs programmes and provide for recognition of each other's security certified operators. Japanese AEOs will receive benefits by European customs that are comparable to those received by EU AEOs; Japan will apply the same for EU AEOs in Japan.

«This Decision on mutual recognition of AEOs is an important milestone both in trade facilitation and in securing the global supply chain» said Commissioner Šemeta at the signing ceremony at the World Customs Organization (WCO) headquarters in Brussels. He also «reaffirmed the EU's continued commitment to the work of the WCO, in particular in strategic areas such as IPR enforcement, supply chain security, risk management, capacity building, coordinated border management and Globally Networked Customs.»

Ambassador Odano highlighted that «at the last EU-Japan Summit meeting, leaders called for more action-oriented partnerships.» He emphasised that «the signing of AEO mutual recognition is a good example of a very active and action-oriented cooperation between the Customs authorities of Japan and the EU.»

Source:

Mission of Japan to the European Union

## Invitation Programmes 2010 at Trade Fairs in Japan

JETRO sets up special zones at select trade fairs in Japan to give invited foreign firms an opportunity to exhibit their products, services and technologies to potential partners in Japan. In addition to covering a portion of travel costs for foreign firms to take part in such fairs, JETRO provides fully-equipped exhibition booths/spaces and interpreters and also undertakes pre-event PR efforts to attract Japanese companies and business people.

### NEXT TRADE FAIRS:

- "ECO-TECHNOLOGY 2010"  
in Kitakyushu (Fukuoka) – 13-15 Oct.  
Environment / Environmental Protection, Waste Disposal, Recycling  
Manufacturers of environmental equipment and technology: pollution control, waste treatment/recycling, energy saving, eco-system restoration, consulting service, renewable energy, integrated technology: fuel cell, co-generation, etc. are invited to apply for participation in the JETRO Zone at the «Eco-Techno 2010» in Kitakyushu from 13-15 October 2010  
[http://www.jetro.go.jp/singapore/events/forecoming\\_eventsj/ecotechno2010.html](http://www.jetro.go.jp/singapore/events/forecoming_eventsj/ecotechno2010.html)

- "GREEN DEVICE 2010"  
in Makuhari Messe (Chiba) – 10-12 Nov.  
"Green" LEDs, solar cells, power semiconductors, energy-efficient components  
Manufacturers of green energy devices are invited to apply for participation in the JETRO Zone at "Green Device 2010". "Green Device" will be held in Tokyo on 10-12 November, simultaneously with FPD International 2010, which attracts many visitors.

<http://www.jetro.go.jp/belgium/topics/20100601074-topics>

- "HOSPEX JAPAN 2010"  
in Tokyo Big Sight – 17-19 Nov.  
Facilities and equipment for medical and welfare institutes  
Manufacturers of hospital equipment are invited to apply for participation in the JETRO Zone at "HOSPEX JAPAN 2010", to be held at Tokyo Big Sight from 17-19 November.

<http://www.jetro.go.jp/denmark/topics/20100527660-topics>

For French companies, please contact:  
[icomtet@jetroparis.fr](mailto:icomtet@jetroparis.fr) or  
[pcohen@jetroparis.fr](mailto:pcohen@jetroparis.fr)

For other countries, please contact  
JETRO's nearest office: <http://www.jetro.go.jp/en/jetro/worldwide/#europe>

## JETRO Survey

On 18 March the Japan External Trade Organization (JETRO) released the results of its latest annual survey on the international operations of Japanese firms. The survey, conducted between November and December 2009, received replies from 935 firms, or 30.1% of 3,110 companies which were sent questionnaires. Firms were polled on their international and domestic operations, plans to expand business in China, utilisation of FTAs and views on business environments in Asia.

More information on

<http://www.jetro.go.jp/en/news/releases/20100318389-news>

## White Paper on Manufacturing Industries

Summary of the White Paper on Manufacturing Industries (Monodzukuri) 2010

Issued by the Ministry of Economy, Trade & Industry, the Ministry of Health, Labour & Welfare, the Ministry of Education, Culture, Sports, Science & Technology, the White Paper covers the following topics:

- Status of Manufacturing Industries in Japan in correlation with changes in domestic and overseas economies
- Challenges and Prospects facing Japan's monodzukuri industries: Restructuring the business strategy in monodzukuri industries in Japan in order to respond to international structural changes
- Employment strategy and development of human resources for sustainable recovery
- Current state of, and challenges in relation to, the education, research and development to support the basis of monodzukuri

More information on

[http://www.meti.go.jp/english/report/data/Monodzukuri2010\\_01.pdf](http://www.meti.go.jp/english/report/data/Monodzukuri2010_01.pdf)

## JBCE new President

Recent appointment of a new President of JBCE (Japan Business Council in Europe) : Satoru Hayashi, Executive Vice-Chairman of the Board, Fujitsu Technology Solutions

Speech to the JBCE General Assembly on 16 June 2010:

[http://www.jbce.org/cms/about\\_jbce/message.aspx](http://www.jbce.org/cms/about_jbce/message.aspx)



## European Business Summit 2010

30 June and 1 July 2010

Brussels, Belgium

The European Business Summit (EBS) is Europe's key platform for business leaders and decision-makers to debate how to build a more competitive and sustainable European Union.

Annually, the EBS attracts 2500 participants including CEOs & top executives, (Prime) Ministers, European Commissioners, and media.

This year's edition will be more innovative and more interactive. A major novelty is that the EBS 2010 will present a CEO Survey collecting the views of business leaders on what Europe needs to get back on track.

The goals of the EBS are:

- To set up a platform for dialogue between the business world and the European political scene;
- To cover in-depth a 'hot topic', through an exchange of views between industry representatives and European decision-makers;
- To enable SMEs to meet decision-makers face-to-face and to enhance the visibility of their business;
- To improve companies' knowledge of European affairs;
- To create a climate of dialogue and confidence between different actors, including NGOs and academics, in order to reinforce the European social and economic model.

More information on

<http://www.ebsummit.eu/>

## Executive Master

Energy and Global Policies

Sciences Po (Paris) and IFP School (Rueil-Malmaison) are pleased to announce the launch of a new "Executive Master in Energy and Global Policies", a joint diploma partnership beginning in September 2010.

This unique Executive Master's programme blends Sciences Po's understanding of international relations and geopolitics with IFP School's expertise in the technical and economic issues facing the energy industry. It is a partnership dedicated to train experienced professionals who need a global and strategic understanding of the energy sector.

Organised in 5 modules of 8 days each, spread over the year, this programme is compatible with full-time employment.

Tomorrow's top managers will need a clear strategic vision of the energy sector to direct their companies through the 21st century energy transition. Proactive organisations are investing in high potential ta-

lent, equipping their future leaders with the knowledge and tools necessary to navigate an increasingly complex energy landscape.

More information on

[http://www.sciences-po.fr/spf/diplomantes/energy\\_global\\_policies/index.php](http://www.sciences-po.fr/spf/diplomantes/energy_global_policies/index.php)

## Establishment of the Creative Industries Promotion Office

The Ministry of Economy, Trade & Industry (METI) established the "Creative Industries Promotion Office" under the Manufacturing Industries Bureau on 8 June 2010. This section will plan and implement inter-ministerial measures to promote cultural industries (or creative industries, such as design, animation, fashion and movies) as a strategic sector for Japan. The office will implement measures to facilitate these industries' overseas expansion, disseminate relevant information in Japan and abroad, and develop human resources.

More information on

[http://www.meti.go.jp/english/press/data/20100608\\_01.html](http://www.meti.go.jp/english/press/data/20100608_01.html)

## Memorandum of Understanding between the Netherlands Space Office and JAXA

The Japan Aerospace Exploration Agency (JAXA) is pleased to announce that President Keiji Tachikawa of JAXA and Dr. Ger Nieuwpoort, Director of The Netherlands Space Office (NSO), concluded a «Memorandum of Understanding between JAXA and NSO on Cooperation in the Field of Space Activities for Peaceful Purposes» at the Netherlands Embassy in Japan on 12 April 2010. With this Memorandum of Understanding, the two organisations will identify potential areas for mutual cooperation to promote their collaborative efforts.

More information on

[http://www.jaxa.jp/press/2010/04/20100413\\_nso\\_e.html](http://www.jaxa.jp/press/2010/04/20100413_nso_e.html)

## Czech-Japan Technology Days

CzechInvest and the Ministry of Foreign Affairs of the Czech Republic, together with the Japan External Trade Organization (JETRO), Technical University in Prague (CVUT), Association for Foreign Investment (AFI) and other organisations on both the Japanese and Czech sides organised in May 2010 the 5th meeting of Czech and Japanese companies, researchers and policy makers, this time in Tokyo.

The events have been held since 2005 in Tokyo and Prague. This time a Czech dele-

gation of roughly 25 members, led by the Czech Minister of Education, visited Japan to participate in the event.

Source: CzechInvest - Investment and Business Development Agency

## Commission Proposes to Simplify Funding Procedures

On 29 April 2010 the European Commission proposed to simplify the procedures for participation in EU-funded research programmes...

The Communication has been informed by a consultation exercise carried out last year, both with the EU institutions, the scientific community and industry. Based on the consultation responses, the Commission is now proposing "three strands" of reforms to enhance how funding is provided and managed. The first strand of reforms can be implemented within current legal frameworks.

The reforms outlined in the second and third strands are on a longer-term horizon, to be implemented in future framework programmes.

Report:

[http://ec.europa.eu/research/fp7/pdf/communication\\_on\\_simplification\\_2010\\_en.pdf](http://ec.europa.eu/research/fp7/pdf/communication_on_simplification_2010_en.pdf)

More information on

[http://ec.europa.eu/euraxess/links/japan/newsletters/april\\_2010.htm](http://ec.europa.eu/euraxess/links/japan/newsletters/april_2010.htm)

## Business Confidence Survey Spring 2010

The results of the Foreign Chambers in Japan Business Confidence Survey - Spring 2010 themed «The Lights Are on Again - Clear Improvements Expected» are now available.

On the whole, this survey shows improvements, in many cases rather significant, both regarding the outlook for the Japanese economy and the performance of the surveyed companies, compared to the previous survey (Autumn 2009).

For the full report, click on: [http://www.fcc.or.jp/fcij/pdf/fcij\\_survey1004.pdf](http://www.fcc.or.jp/fcij/pdf/fcij_survey1004.pdf)

The next survey will be conducted in October 2010. The results from that survey will be published in early November 2010.

More information on

<http://www.fcc.or.jp/fcij/bcs.html>



## Japan Market Expansion Competition

Are you looking for a way to enhance your business skills, learn more about business in Japan and expand your professional network? The Japan Market Expansion Competition (JMEC) offers you all of that and the chance to win fabulous prizes.

A non-profit organisation set up in 1993 by the Australian and New Zealand Chamber of Commerce in Japan, and now supported by 13 foreign chambers of commerce, JMEC matches teams of mid-career professionals to the strategic aims of foreign companies doing business in Japan.

The objectives of JMEC are twofold: first, to provide business training for individuals living and working in Japan, and second, to foster the expansion of foreign business in Japan. JMEC achieves these objectives by providing a comprehensive lecture series for individuals (participants) on doing business in Japan and writing a business plan, and then putting them onto teams to write business plans for companies (project clients) looking to enter or expand into the Japanese market.

JMEC is able to keep costs to both individuals and companies low because of the generous support of corporate sponsors in the local business community. The cost for individuals to take part in the training is Yen 100,000, and for companies to receive a quality business plan the cost is Yen 990,000.

The annual programme begins in autumn with a series of business lectures, followed by several months of project work in teams. The final results of the competition are announced and prizes awarded the following June, but the knowledge gained during the programme may be the biggest reward for the participants.

The 17th JMEC training programme will commence in November 2010. The deadline for participants to apply is 22 October 2010. For interested project clients, the application deadline is 19 November 2010.

More information on  
<http://www.jmec.gr.jp>

## French-Japanese conference

11-13 May 2010 / City of Kanazawa, Ishikawa, Japan

Aside from the conference "Week of the French Arts", presentation to the public of French culture in all its charm After the 1st French-Japanese Conference on Decentralised Cooperation in October 2008 in Nancy, the 2nd Conference was held in May 2010 in sister city Kanazawa. 44 local governments involved in a sister or friendship city relationship between Japan and France gathered and exchanged ideas on the overall theme of "Local Governance and Sustainable Development". During sessions on the topics of "economy", "environment", "society" and "culture", the participants identified common problems and discussed ways of cooperating, thereby deepening the partnerships between local governments in both countries.

On this occasion Kanazawa organised a "Week of the French Arts", including a joint exhibition between the 21st Century Museum of Contemporary Art, Kanazawa and the Musée du Louvre. From 29 April till 31 August one can see the exhibition «Jan Fabre x Katsura Funakoshi: Alternative Humanities» in Kanazawa. This exhibition celebrates the establishment of the cooperation between the new branch museum of the Musée du Louvre in Lens, which will open in 2013, and the 21st Century Museum.

This event was organised by:  
The Promotion Committee of the 2nd French-Japanese Conference on Decentralised Cooperation.

Committee Chairman: the Mayor of Kanazawa.

Members of the Committee: Kanazawa City and all other related governments, CLAIR (Council of Local Authorities for International Relations), Japanese Ministry of Internal Affairs & Communications, Ministry of Foreign Affairs of Japan, Association of Japanese Mayors, Association of Japanese Local Governments, Embassy of France in Japan

Source : International Exchange Section - Kanazawa City Hall

More information on  
<http://www4.city.kanazawa.lg.jp/>  
[http://www.city.kanazawa-ishikawa.jp/index\\_e.html](http://www.city.kanazawa-ishikawa.jp/index_e.html)

## Annual meeting of French-speaking scientists in Japan JFR'10

27 November 2010, Tokyo

"ScienceScope", the association of French-speaking researchers and students in Japan, and the Maison Franco-Japonaise (MFJ), will organise the 28th «Rencontre Scientifique Francophone de Tokyo (RSFT)», a symposium where researchers will present their work.

The purpose of this annual gathering of French-speaking researchers and scientists working in Japan, in whatever discipline and of whatever nationality, is to promote and provide an opportunity for French speakers (researchers, students, engineers, institution and company representatives, or people simply interested in the subject) to meet. Beginning with a plenary session chaired by a leading figure from innovative French research, the day will continue with presentations by invited researchers working in Japan, as well as two Poster sessions selected by the organising committee. On this occasion it will be possible for researchers to present their research carried out in a laboratory located in Japan, but also to discover or exchange views on the world of public and private research in France and in Japan.

More information on  
<http://jfr-2010.org/>

## Romanian trade mission to Japan

The Cluj Chamber of Commerce & Industry from Romania organised a successful trade mission in Japan between 13-23 May 2010. During their stay in Japan the Romanian businessmen delegation was welcomed at the Tokyo Chamber of Commerce & Industry for bilateral talks with their Japanese counterparts. Meetings focused on revealing Japan's key economic trends and the most recent issues which the Tokyo Chamber is facing in its efforts to actively support the business environment.

The Romanian Embassy in Japan and the Japanese-Romanian Business Association in Tokyo also organised individual business meetings for the Romanian companies, in order to help them find possible partners in their effort to be better represented in this particular market. During the meetings the Japanese side expressed interest in importing cosmetic products and porcelain from Romania. The Romanian side was very pleased with the trade offers of medical and parapharmaceutical products their Japanese counterparts had presented.

Source: Elisabeta Dumitrescu - Director of Foreign Relations Department of the Cluj Chamber of Commerce & Industry

<http://ccicj.ro>



DATE/LOCATION	DETAILS	CONTACTS
<b>30 June 2010</b> <b>Yokohama, Japan</b>	<b>SEMINAR</b> EU renewable energy policy and recent developments: Introduction of policy & research initiatives by EU Member States	EU-Japan Centre and UK Embassy in Japan <a href="http://www.renewableenergy.jp/english/forum_seminar.html">http://www.renewableenergy.jp/english/forum_seminar.html</a>
<b>8 - 9 July 2010</b> <b>London - Manchester, UK</b>	<b>SEMINAR</b> Doing Business in Asia: Meet the Experts	IG 2 - Asia Task Force <a href="http://www.ukti.gov.uk/export/event/108561.html">http://www.ukti.gov.uk/export/event/108561.html</a> <a href="http://www.ukti.gov.uk/export/event/108613.html">http://www.ukti.gov.uk/export/event/108613.html</a>
<b>14 July 2010</b> <b>Yokohama, Japan</b>	<b>SEMINAR</b> European Initiative for promoting Smart Cities & Regions	EU-Japan Centre for Industrial Cooperation For more information on Clean Energy & Smart Grid Fair: <a href="http://www.cs-f.jp/e/">http://www.cs-f.jp/e/</a>
<b>Autumn 2010</b> <b>Brussels, Belgium</b>	<b>SEMINAR</b> The Role of Japan in Broader Asia (tbc)	EU-Japan Centre for Industrial Cooperation Webpage: coming soon, please contact the Centre for more information
<b>Autumn 2010</b> <b>Brussels, Belgium</b>	<b>SEMINAR</b> Sustainable Innovation (tbc)	EU-Japan Centre for Industrial Cooperation Webpage: coming soon, please contact the Centre for more information
<b>Autumn 2010</b> <b>Brussels, Belgium</b>	<b>SEMINAR</b> Management of Technology (tbc)	EU-Japan Centre for Industrial Cooperation Webpage: coming soon, please contact the Centre for more information
<b>21 - 25 February 2011</b> <b>Tokyo, Japan</b>	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> Training Mission in Japan <Distribution & Business Practices in Japan> Application deadline: 9 December 2010	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/global/business-training/distribution-and-business-practices.html">http://www.eu-japan.eu/global/business-training/distribution-and-business-practices.html</a>
<b>16 May - 10/17 June 2011</b> <b>Tokyo, Japan</b>	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> Training Mission in Japan <Human Resources Training Programme - Japan Industry Insight> Application deadline: 17 February 2011	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/global/business-training/human-resources-training-programme.html">http://www.eu-japan.eu/global/business-training/human-resources-training-programme.html</a>

## Any EU-Japan-related News?

Feel free to contact us if you would like your EU-Japan-related news/event to be announced in our forthcoming newsletter and/or on our website : [michelson@eu-japan.eu](mailto:michelson@eu-japan.eu)



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