2500 Participants!

The EU-Japan Centre is proud to announce that more than 2500 managers, students and researchers have taken part in its various training schemes. To be precise: 2504. The Centre is particularly happy to have been able to develop long-term relationships with its current and former participants and their companies.

The EU-Japan Centre feels that the success of its programmes is partly linked to the Centre’s willingness to redesign its training activities again and again to ensure that they continue to meet the needs of European and Japanese companies, based on surveys it has carried out.

Here’s how the Centre’s activities have evolved:

1987 - Launch of the “Alternative Energy” programme for experts in the field of renewable energy
1988 - Launch of missions focusing on “World Class Manufacturing” to identify Japanese production processes and “Innovation made in Japan” to analyse various ways in which Japanese firms develop innovative ideas into marketable products
1996 - Launch of the “Vulcanus in Europe” programme offering language courses and traineeships in EU companies for Japanese students
1997 - Launch of the “Vulcanus in Japan” programme offering language courses and traineeships in Japanese companies for EU students
1997 - Launch of the “Meet Asia in Japan” training mission to increase EU industry’s awareness of the business environment in Asia
1998 - Launch of the “Distribution & Business Practices” training mission to provide the participants with an insight into how products reach the market in Japan
1999 - Launch of the new “Alternative Energy” programme for policy-makers
2000 - Launch of an ICT version of the “Japan Industry Insight” programme, the first time that a particular business sector had been targeted
2001 - Launch of an ICT version of the “Meet Asia in Japan” programme to analyse developments in the ICT sector in Asia
2001 - Launch of a food & drinks version of the “Distribution & Business Practices” programme to include participation in the annual “Foodex” trade fair
2003 - Launch of the comprehensive “Japan Industry Insight” programme aimed at EU managers working for Japanese affiliated companies.
2005 - Extension of the Vulcanus in Japan programme to engineers studying architecture
2007 - Launch of an “FDI in Japan” mission for EU corporations seeking a base in East Asia.
2009 - Launch of the “World Class Manufacturing in the EU” mission to identify how EU-based manufacturing firms have adopted Japanese production processes.

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.
4/5-week managerial training course in Japan in spring 2011

From 16 May to 10 June, the EU-Japan Centre in Tokyo had the pleasure to welcome highly motivated EU executives for its 47th Human Resources Training Programme – Japan Industry Insight.

The course’s objective is to develop human resources that will serve future industrial cooperation between Japan and the EU. The programme combines theory courses about Japanese business practices or the sources of Japanese corporate competitiveness and on-site training courses: lectures were offered on Japanese History, Economics and Politics, on Business Practices in Japan, Legal Aspects of Doing Business in Japan, FDI in Japan and Business Chances in Japan. The introduction to Zazen (the fundamental practice of Zen Buddhism, a form of meditation, undertaken whilst sitting upright with legs crossed, that focuses on living in the moment and being undisturbed by unnecessary thought and attachment) and the homestay in Japanese families were a good way to widen their experience.

In Tokyo, the participants also visited a trading company, Marubeni, and took part with Japanese Managers in a joint seminar on cross culture management training.

A 4-day regional study trip to Mie Prefecture was organised, where participants had the opportunity to learn about the working philosophy of several successful companies such as Miyazaki Honten (a Sake Brewery), Toyota Auto Body Co., Ltd. Inabe Plant, the Advanced Materials Innovation Center (AMIC), Taiyo Kagaku Nanbu Plant (producing highly functional ingredients for the food and pharmaceutical industries), Sharp Kameyama Plant and Mori Seiki Iga Office (an innovator in the machine tool industry).

The participants gave a very positive feedback on this mission. They highly appreciated the company visits and lectures as they will be able to implement this new knowledge in their usual working environment:

HRTP was a really valuable experience. It really helped to understand more of the market, business culture, behaviour and the way of thinking. I believe that this participation will be beneficial for me and for our company. It will help us to deal with our Japanese partners. I would recommend this programme to anybody who really wants to have or consider business with Japan.

Sarka TICHA, Managing Director
ARKON FLOW SYSTEMS S.R.O. - CZ

Very good broad spectrum immersion in basics of Japanese business, culture and spirit. Important to develop personal contacts and show interest in and appreciation of Japanese culture and ways to your Japanese contacts. Strongly recommend the demanding and exhausting but very rewarding home stay.

Petr BARES, Managing Director,
IGUASSU SOFTWARE SYSTEMS A.S. - CZ

Successful collaboration between UNIFE member UniControls and Japanese Partner

Prague-based control and communication system supplier UniControls is a nice example of fruitful collaboration between European and Japanese rail industries.

Continuing a successful 5-year collaboration, UniControls again partnered up with Japan-based ToyoDenki (TD) in late 2010 to produce a batch of TCMS control systems and traction components for 26 six-car trains being built by CSR, destined for Line 2 (Longquan East - Shiniu) of the new Chengdu metro in China.

Already having won a number of contracts in Southeast Asia, UniControls and TD can look at a history of good co-operation. Earlier in 2010, the partners were awarded a similar contract for the new trains on the 18.5 km-long, 17 station Line 1, which was inaugurated on the 27th of September, 2010. The prototype sets of equipment for the Line 2 trains were delivered in late 2010 and early 2011, and the remainder will be dispatched to the TD facility in Yokohama during the second and third quarters of 2011.

These recent orders indicate a promising future for the UniControls - ToyoDenki partnership. One of the other joint commercial projects realised by UniControls and TD will be a Monitoring and Diagnostic system for DMUs, using ethernet communications systems.

The key persona in the trans-Pacific success story is the involvement of Tomas HAJSMAN, who as Head of the UniControls Foreign Trade Department successfully completed a programme organised by the EU-Japan Centre for Industrial Cooperation in 2008 in Tokyo: “It was the opportunity of a lifetime to experience and understand Japan’s cultural, lifestyle and business elements. All this accounts for the current success of our collaboration.”

http://www.toyodenki.co.jp/en/

Vulcanus in Europe Host a Trainee!

The Centre is currently inviting applications from EU-based companies interested in hosting, for an 8-month internship, skilled Japanese engineering students - (August 2012-March 2013). 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 company’s local language.

Advantages for the EU company: the trainee will be a valuable addition to the R&D workforce and provide insight into Japanese culture, which is extremely useful for successful business with Japan.

Application deadline: 30 September 2011
Contact: m.rosada@eu-japan.eu


Vulcanus in Japan - Success Stories!

The topic of my internship at NTT was «real-time time-stretching of audio signals without pitch and quality degeneration». It was part of a bigger project, whose aim was to investigate the influence of slight change in music on human behaviour. Having quickly completed my eight-month task (within just one month), I was allowed to take a step forward. This was possible only thanks to my initial involvement and hard work.

However, the next task was more complicated. I was supposed to create a model and simulator for periodical signals prediction (e.g. a human breathing schema). There was no clear methodology for an approach. Thus, I had to invent a new way of predicting signals. With the help of my supervisor, I did this within several weeks, based on scientific literature and publications. Thanks to my previous experience in creating models and simulators under the aegis of the EU project GALAXY in Germany, I also completed this quickly. However, I devoted much time to running a huge number of different simulations that proved the good functioning of the new methodology. The methodology depended on moving signals from time space to phase space, and added several features like Neural Networks.

After I completed all the research and documentation, my supervisor, Dr Takashi SATO, wrote everything in Japanese and submitted a patent application through NTT. After returning to Europe, I learnt that the patent has been accepted by Japanese government.

I also created a real-time system for signal prediction based on the patent during the Vulcanus internship. We have assembled most parts of this large project and begun testing a whole system that will tell us how slight changing of music influences human behaviour.

Dr Takashi SATO and the head of Moriya Research Laboratories, Dr MORIYA, were interested and involved in my work. Mr MORIYA also asked me to help him with his own project when he saw that I worked well. My whole laboratory was satisfied with me as a Vulcanus student. I was even asked to return when I will obtain my PhD, which I am working on now.

Tomasz KROL, from Poland, West Pomeranian University of Technology, VinJ 2009

VULCANUS in EUROPE HOST COMPANY’s FEEDBACK

For several years, Vaisala has participated in the Vulcanus programme. From 2010 to 2011, our student worked in the area of R&D and contributed to several research projects. We were very satisfied with her work and will continue, as a host company, in future Vulcanus programmes. The programme is extremely well co-ordinated and can give any international company an excellent insight into Japanese culture. We highly recommend it.

Atte SALMI, Technology manager (Vaisala – Finland)
http://www.vaisala.com

Vulcanus in Europe - Final Reporting Session & Graduation Ceremony

The Vulcanus programme brings Japanese or European engineering students to Europe or Japan to build up a pool of future executives able to develop business relations between the EU and Japan.

In the 2010-2011 “Vulcanus in Europe” session, 25 Japanese students were trainees in EU companies, providing know-how about Japanese culture, essential for any business with Japan, and familiarising themselves with European business culture and the EU’s economic structure and institutions, to use this experience in their subsequent careers.

The final reporting session of the «Vulcanus in Europe 2010-2011» was held at the Club de la Fondation Universitaire in Brussels on the 21st of March, 2011, with the 25 Vulcanus students and 20 guests from 17 host companies. The Japanese students participating in the programme reported on their achievements during their year in Europe. Several students were offered positions involving future cooperation with their host companies.

After the reporting session, a graduation ceremony was held at the premises, with speeches by Mr John FARNELL, Director (Coordination, Planning and International Affairs) at the Directorate-General for Enterprise & Industry of the European Commission; Mr Masahiko FUJIHARA, Counsellor of the Japanese Mission to the EU; Mr Motonori IMAMURA, Vulcanus trainee at the Finnish Company TURKU Science Park.

The Vulcanus students received their diploma in the presence of representatives from the host companies, the Mission of Japan to the EU, Regional Representations to the EU and some Japanese and European organisations.

The EU-Japan Business Round Table took place on 28 and 29 April 2011 in Rome, under the co-chairmanship of Messrs. Jean-Yves Le Gall (Chairman & CEO, Arianespace) and Hiromasa Yonekura (Chairman, Sumitomo Chemical Co., Ltd.).

It had the honour of welcoming Mr. Antonio Tajani, Vice-President of the European Commission, Mr. Chiaki Takahashi, State Secretary for Foreign Affairs, and Mr. Hideichi Okada, the METI Vice-Minister for International Affairs. During its meeting, the BRT agreed a set of specific recommendations covering a wide range of topics, to be handed over to President Herman Van Rompuy, President José Manuel Barroso and Prime Minister Naoto Kan at the next annual EU-Japan Summit.

The meeting took place at an exceptional time, only a short period after the earthquake that struck Japan on 11 March 2011 and the tragedy that followed. BRT members expressed their deepest condolences to the victims of this tragedy, and reaffirmed their confidence that under the leadership of the Japanese Government, and with the full support and solidarity of the international community, Japan will soon recover from this hardship.

The EU-Japan Business Round Table (BRT) was created in 1999 and is made up of around 50 CEOs/senior executives from leading EU and Japanese firms and meets once a year 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 Japanese Government.

Best Practice Sharing Workshop on Energy and Material Sciences

The J-BILAT project organised a Best Practice Sharing Workshop on Energy and Material Sciences, on the 25 May in Fukuoka, the largest city on the island of Kyushu, Japan. The event was held for of researchers and research managers who participated in collaborative projects with Europe to share their experiences and opinions, further promoting cooperation.

The workshop was co-organised by Kyushu University and the EU Institute in Japan, Kyushu (EUJ-Kyushu), established in April, 2011. Forty-one people attended, including representatives of companies in Tokyo and Osaka, of local organizations for the promotion of science and technology, and Japanese and foreign researchers.

First, the following thematic presentations were made:

- Cooperation with Europe: «The EUJ-Kyushu for a Japan-EU partnership» by Dr Machiko HACHIYA, Kyushu University
- New energy: «Renewable Energy Policy of Japan and Activities in Kyushu» by Mr Takaharu AKAJI, Kyushu Bureau of Economy, Trade and Industry
- Energy saving: «New Role of Power Electronics towards 2030» by Dr. Hiro-michi OHASHI, the National Institute of Advanced Industrial Science and Technology (AIST)
- Low carbon and new materials: «Importance of Collaboration between Japan and Europe on development of fuel cell, a new energy generator» by Dr Tatsumi ISHIHARA, Kyushu University
- Manufacturing technologies: «IMS2020», a case study of an existing project with Japanese participation, by Dr Masaru NAKANO, Keio University

In addition, J-BILAT project manager Toshiyasu ICHIOKA made a detailed presentation on the relevant FP7 programmes, including Cooperation (Energy, Nanotechnologies/Material Sciences/Production Technologies), Ideas (ERC grants), and People (Marie Curie Actions). After the presentations, there was a panel discussion with Dr OHASHI, Dr ISHIHARA, Dr NAKANO, moderated by the J-BILAT coordinator, Fabrizio MURA. The workshop was fruitful thanks to the frank opinions of the speakers and lively discussion with the audience.

Another workshop on ICT is also planned for the 23 June in Tokyo.

http://www.j-bilat.eu/seminar/BPSW_1
Presentations (2nd workshop)

http://www.j-bilat.eu/seminar/BPSW_2
Summit Joint Press Statement

The last EU-Japan Summit held in Tokyo on the 28th of April, 2010, entrusted a joint High-Level Group with the identification of options for the comprehensive strengthening of all aspects of the EU-Japan relationship and defining the framework for implementation. In light of the past year's work, summit leaders agreed to start the process for parallel negotiations on:

- a deep and comprehensive Free Trade Agreement (FTA)/Economic Partnership Agreement (EPA), addressing all issues of shared interest including tariffs, non-tariff measures, services, investment, Intellectual Property Rights, competition and public procurement; and
- a binding agreement, covering political, global and other sectoral cooperation in a comprehensive manner, and underpinned by their shared commitment to fundamental values and principles.

**World Economy and Trade**

Summit leaders underlined their determination to enhance cooperation and policy coordination with one another and with their G7, G8 and G20 partners to promote the recovery of the world economy, by securing strong, sustainable and balanced growth, fostering job creation, avoiding excessive macroeconomic imbalances and ensuring financial stability and fiscal sustainability.

More information:

Opening remarks by President VAN ROMPUY at the EU-Japan Summit

President of the European Commission, José Manuel Durão BARROSO's remarks following the EU-Japan Summit - Brussels, 28th May, 2011

EU Research & Innovation Funding

On 10 June 2011 the outcome of the consultation on future EU research and innovation funding was discussed at a major conference in Brussels.

The consultation was based on a European Commission Green Paper, published on 9 February 2011, with a deadline for contributions of 20 May 2011. The Green Paper proposed major changes to EU research and innovation funding to make participation easier, increase scientific and economic impact and provide better value for money.

The changes, to be introduced in the next EU budget after 2013, will cover the current Framework Programme for research, the Competitiveness and Innovation Programme, and the European Institute of Innovation and Technology.

The outcomes of the consultation are available through the below website:

http://ec.europa.eu/research/csfri/index_en.cfm

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**Extracts of the 20th EU-Japan Summit Joint Press Statement**

Mr Herman VAN ROMPUY, President of the European Council; Mr Jose Manuel BARROSO, President of the European Commission; and Mr Naoto KAN, Prime Minister of Japan, met in Brussels to reaffirm the close partnership between the European Union and Japan as like-minded global partners and major economies, commemorating the 20th anniversary of summits between the two sides.

**Year of Solidarity and «Kizuna» (The Bonds of Friendship)**

Summit leaders discussed the aftermath of the devastating earthquake and tsunami that struck east Japan on March 11th. Their shared conviction is that Japan's steadfast efforts will enable it to overcome the challenges, and emerge even stronger than before. Building upon existing cooperation, summit leaders affirmed the intent of the European Union and Japan to develop and expand their cooperative activities on nuclear safety, the supply of safe and sustainable energy and its efficient use, and natural disaster prevention.

The annex to the official statement approved by the summit leaders is entitled «EU-Japan Cooperation Following the Great East Japan Earthquake and the Accident at the Fukushima-Daiichi Nuclear Power Plant», and sets out concrete recommendations.

**Next Steps for Stronger EU-Japan Relations**

The annex to the official statement approved by the summit leaders is entitled «EU-Japan Cooperation Following the Great East Japan Earthquake and the Accident at the Fukushima-Daiichi Nuclear Power Plant», and sets out concrete recommendations.

The outcomes of the consultation are available through the below website:

http://ec.europa.eu/research/csfri/index_en.cfm

**Science & Technology Agreement**

The entry into force of the Science and Technology Agreement between the European Union and the Government of Japan.

The EU-Japan Science and Technology agreement which was signed on the 30 November, 2009, entered into force on the 29 March, 2011, after both the European Union and the government of Japan completed their internal procedures and exchanged diplomatic notes.

The new agreement gives ample possibilities to upgrade scientific, technological and innovation cooperation between Japan, one of the world's most innovative countries, and the European Union, harnessing the enormous potential of its 27 Member States.

The agreement comes at a time when Japan and Japanese researchers may want to join forces with other researchers to analyze the impact of the natural disasters in March and the nuclear accident on mankind, the environment, food, and the economy to develop mitigation strategies in various fields.

Consultation on the access of third countries to the EU’s public procurement market

Through international commitments (WTO Government Procurement Agreement (GPA) and bilateral/regional FTAs), the EU advocates an ambitious opening of international public procurement markets and has committed itself to granting market access to its public procurement market for certain foreign goods, services and companies. In contrast to the EU’s policy favouring greater openness, many third countries are reluctant to (further) open their procurement markets to international competition, which limits business opportunities for EU companies in these markets. Similarly, some trading partners have maintained or introduced protectionist measures hitting EU companies.

In this context, the Commission is currently carrying out an impact assessment analysing how to set proportionate, coherent and effective terms of access to the EU public procurement markets for foreign goods, services and companies.

Deadline: 2 August 2011

Horizon 2020
The Framework Programme for Research and Innovation

«Horizon 2020» is the new name of the future EU funding programme for research and innovation.

«Horizon 2020» was the winner of the EC «You Name It» online vote to name the future EU-funding programme for research and innovation.

Three names were shortlisted. Horizon 2020 received 3 055 votes against 2 785 for Imagine 2020 and 2 478 for Discover 2020. 8 318 votes were received.

The ETP programme has been running in Japan since 1979 and in Korea since 2002. More than 1,000 European executives have already been trained, becoming high level experts on the Japanese or Korean market.

The ETP organises a 44-week training as follows:

Enrolment of participants is from September, 2011, until April, 2012; training starts in September, 2012.


ONLINE PUBLIC CONSULTATION
Small Business, Big World - A new partnership to help SMEs seize global opportunities

DG Enterprise and Industry consults stakeholders on ideas for integrated and coherent public support for EU enterprises to successfully do business outside the EU.

The proposal is based on the premises that (a) small and medium-sized enterprises (SMEs) generally need some form of assistance when taking their first steps to internationalise their business and that (b) the required support cannot be fully provided by the private sector alone.

For these reasons, significant resources are devoted to supporting SMEs from various EU, national and regional sources and a number of organisations and support programmes exist in this area. The EC maintains that the real impact of the funds spent could be increased by greater visibility of the actions, greater clarity for SMEs and by bringing about a more effective cooperation between the parties involved in SME support.

To this end, a “mapping” (stock-taking) of existing services in foreign markets is proposed as a basis for shaping future actions, as are guiding principles and priorities for these actions. This approach will allow the Commission to establish a “new partnership” with Member States in SME support abroad and to propose, as a second step, concrete EU actions with clear added value in key markets.

At the end of 2009 DG Enterprise and Industry started consulting stakeholders and relevant organisations on the topic of business support activities for EU enterprises in markets outside the EU.

The views expressed by stakeholders in this first round of consultations, also during the Enterprise Policy Group meetings in May, 2010, were taken into account for the design of such developments as the study “Opportunities for the Internationalisation of SMEs”

Deadline: 12 July 2011

http://www.etp.org
SUCCESS OF ENTERPRISE EUROPE NETWORK

After 1000 days in business, the Enterprise Europe Network has helped more than 2.5 million companies to make the most of the Single Market. Europe’s largest business support network contributes to the competitiveness of SMEs by making it easier for them to internationalise, innovate and access EU finance and funding.


Europe’s small and medium-sized enterprises (SMEs) need access to the global economy if they are to flourish. Partnerships involving SMEs, governments and support agencies could help increase the effectiveness of public support in this domain.

With this in mind, the European Commission is consulting stakeholders to get feedback on concrete ideas for a comprehensive approach to support measures for internationalisation.

The European Union has a strong track record in supporting small business. Growing recognition has been given to the importance of providing support also overseas, where EU SMEs have the opportunity to benefit from new export markets, foreign partnerships and cross-border clustering.

EUROPEAN SME WEEK 2011 CAMPAIGN LAUNCHED

The yearly European SME Week is a pan-European campaign designed to promote and support entrepreneurship. It showcases the support available to business at European, national, regional and local level. At events SMEs and micro-firms share experiences and develop their businesses.

There is a special focus on promoting entrepreneurship as a career option, especially for younger people. The registration of events for the European SME Week 2011 starts today as the new website for the campaign goes online.

Registration for events will be open until the 30th of November, 2011.

http://ec.europa.eu/enterprise/sme-week

Small Business Act strengthens small businesses and drives growth

Europe’s 2020 strategy and Europe’s economy rely heavily on Small and Medium-sized Enterprises (SMEs) achieving their potential. In the EU, some 23 million SMEs employ 67% of the private sector workforce.

The Small Business Act (SBA) is the EU policy framework aimed at strengthening SMEs so that they can grow and create employment. Between 2008 and 2010, the Commission and EU Member States implemented actions set out in the SBA to alleviate the administrative burden, facilitate SMEs’ access to finance and support their access to new markets.

Although most initiatives foreseen by the SBA have begun, a review of implementation so far reveals that more must be done to help SMEs.

http://ec.europa.eu/enterprise/newsroom/cf/temlongdetail.cfm?item_id=4920&lang=en&tpa=1011&displayType=news

A European partnership to seize global opportunities

Europe’s small and medium-sized enterprises (SMEs) need access to the global economy if they are to flourish. Partnerships involving SMEs, governments and support agencies could help increase the effectiveness of public support in this domain.

With this in mind, the European Commission is consulting stakeholders to get feedback on concrete ideas for a comprehensive approach to support measures for internationalisation.

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Conference to present the results of the study on support for EU SMEs in international markets

On the 27 June the Directorate-General Enterprise and Industry is presenting the results of its study on support for SMEs in international markets.

The study on support for EU SMEs in international markets incorporates a survey programme of SMEs and review of international support providers. It focuses on three main areas: an assessment of market potential for SMEs in key markets outside the EU, an examination of the options to better connect European SMEs to international markets, and a review of measures to facilitate the access of European SMEs to these markets.

The main international markets examined in the study are: Brazil, Russia, India, China (BRICs), Japan, South Korea and Ukraine. The conference on 27 June 2011 will present the main results of the study.

http://ec.europa.eu/enterprise/policies/sme-market-access/enterprise-europe-network/intern_event_en.htm
Digital Agenda: EU and Japan agree to strengthen cooperation in Future Internet research

Senior officials from the EU and Japan have agreed on a common area for research in Future Internet and New Generation Networks. This will be the subject of the first ever EU-Japan coordinated calls for ICT research proposals in 2012-13. The EU and Japan share many similar goals in designing the Internet of the future. We have the Internet of connected computers, and connected people, and the Internet is now going mobile. In the near future it will connect a whole range of machines and objects, generating ever-increasing volumes of data. The internet needs to adapt to managing future data streams, and provide the associated levels of accuracy, resilience and safety. Challenges of this magnitude require a global response and global cooperation. A firm understanding on developing coordinated calls for research in Future Internet was reached at a meeting between the European Commission and the Ministry of Internal Affairs and Communications of Japan.


Europe, the U.S. and Japan adopt a common standard for data centres’ energy efficiency

The Power Usage Effectiveness (PUE) measurement standard has been chosen by Government organisations in three continents as the common standard for measuring the energy efficiency of data centres. This will allow data centre operators to measure, calculate, improve and communicate the energy efficiencies of their data centres worldwide. The PUE measurement standard was established and developed by a task force which included the JRC; the Green Grid Association (the IT industry’s association for data centre efficiency); the U.S. Department of Energy; the U.S. Environmental Protection Agency; Japan’s Ministry of Economy, Trade and Industry and the Japanese Green IT Promotion Council.


ITER Council meets in Japan: Mitigating the effects of the Japanese Natural Disaster on the ITER Project

AOMORI, Japan (15 June 2011). On 14 and 15 June 2011, the ITER Council, the Governing Body of the ITER Organization, convened for its eighth meeting. The two-day meeting in Aomori, Japan, brought together representatives from the seven ITER Members: China, the European Union, India, Japan, Korea, Russia and the United States under the chairmanship of Evgeny Velikhov (Russia).


European Supercomputer in Rokkasho, North of Japan

On the 16 May the installation of an EU supercomputer provided by CEA (France) started in Rokkasho, Amori. The computer will be ready by the end of the year and will serve more than 1,000 European and Japanese fusion researchers for the next five years starting from January, 2012. A computational power over 1 petaflops (a measure of a computer’s processing speed) is expected once installation is completed. This will rank the supercomputer among the 20 most powerful systems in the world.


The EU Comes to Your School

The fifth edition of the EU Delegation to Japan’s flagship public diplomacy «The EU Comes to Your School» was held throughout Japan on the 10th and 11th of May, during the EU-Japan Friendship Week.

A total of 66 EU member state diplomats, including 13 ambassadors and 10 EU Delegation staff went to 111 senior high schools in 36 prefectures all over Japan and gave presentations on the European Union to more than 53,000 pupils.

http://www.deljpn.ec.europa.eu/modules/culture/school/?ml_lang=en

Japan-EU Joint Customs Cooperation Committee

The fourth Japan-EU Joint Customs Cooperation Committee (JCCC) was held in Tokyo on the 24th of May, 2011, chaired by Director General Atsuo SHIBOTA, Customs and Tariff Bureau, the Ministry of Finance of Japan, and Director General Walter DEFFAA, Taxation and Customs Union, the European Commission.

The JCCC oversees the implementation of the Agreement between the government of Japan and the European Union on Cooperation and Mutual Administrative Assistance in Customs Matters.

20th EU-Japan Summit

On the 28th of May, 2011, Mr. Naoto KAN, Prime Minister of Japan, Mr. Herman VAN ROMPUY, President of the European Council, and Mr. Jose Manuel BARROSO, President of the European Commission, met in Brussels to reaffirm the close partnership between Japan and the European Union as like-minded global partners and major economies, commemorating the 20th anniversary of summits between the two sides.

Summit leaders are resolved to deepen bilateral relations comprehensively and over the long-term and agreed to start the process for parallel negotiations for:

- a deep and comprehensive Free Trade Agreement (FTA)/Economic Partnership Agreement (EPA), addressing all issues of shared interest to both sides including tariffs, non-tariff measures, services, investment, Intellectual Property Rights, competition and public procurement; and a binding agreement, covering political, global and other sectoral cooperation in a comprehensive manner, underpinned by their shared commitment to fundamental values and principles.

Summit leaders thus decided that the two sides would start discussions to define the scope and level of ambition of both negotiations. These discussions will be carried out as soon as possible.

Source: The Mission of Japan to the European Union

http://www.mofa.go.jp/region/europe/eu/joint1105.html

Countermeasures for the Great East Japan Earthquake

Briefing for European companies and business organizations.

On the 23 May 2011, the Mission of Japan to the European Union and JETRO Brussels held a briefing for European companies and business organisations, to explain countermeasures taken in response to the Great East Japan Earthquake.

In the briefing, representatives of the Mission of Japan to the EU explained the current situation in Japan, including: the situation at the Fukushima Daiichi Nuclear Power Plant, levels of radiation in and around major cities, regulations surrounding food products, regulation on exports, the safety of pharmaceutical products, and the conditions of Japanese harbours and airports.

Representatives of the Mission of Japan to the EU stressed the importance and reliability of the measures taken by the Japanese government and authorities in order to check and guarantee the safety of Japanese food, pharmaceutical products, ports and airports.

Source: The Mission of Japan to the European Union

http://tinyurl.com/3zdwdn8

Visit of the Minister of Foreign Affairs of Japan, Mr. Takeaki MATSUMOTO, to Brussels

The Japanese Minister for Foreign Affairs, Mr. Takeaki MATSUMOTO, visited the United States, Germany, Senegal and Belgium from the 29th of April to the 4 May 2011. Minister MATSUMOTO visited Brussels from the 2nd to the 3rd of May to participate in the Japan-EU Economic Ministerial Meeting. At the meeting, he exchanged views with the European Commissioner DE GUCHT on Japan-EU trade relations in preparation for the Japan-EU Summit. He paid a courtesy call to President of the European Commission BARROSO and Belgian Prime Minister LETERME. He also met European Commissioners BARNIER and DALLI and the North Atlantic Treaty Organisation (NATO) Secretary-General RASMUSSEN.

Source: The Mission of Japan to the European Union

http://www.mofa.go.jp/region/europe/eu/haiku1105_winner.html
JST launches «Friends of SATREPS» online community

The Japan Science and Technology Agency (JST, President: Koichi KITAZAWA) early June announced the launch of «Friends of SATREPS», an online community (SNS) for SATREPS. SATREPS (Science and Technology Research Partnership for Sustainable Development) is a Japanese government program conducted through collaboration between JST and the Japan International Cooperation Agency (JICA).

Friends of SATREPS is designed to encourage and support the participation of individuals such as students, researchers, and people working in the private sector, NGOs, and development institutions. In addition to providing a platform for communication between researchers, students, and other people already involved in SATREPS projects, this service broadens the community and builds understanding and support for the SATREPS objectives by bringing in people who are new to SATREPS.

Good Practice Cases of the disaster waste management after the Tsunami in Japan

The disastrous earthquake and Tsunami on 11 March 2011 has left innumerable disaster waste such as debris and rubble of the smashed houses, buildings and other concrete structures, and scrapped cars and ships. The waste management policies to deal with this disaster waste are mainly arranged by city councils, prefectural authorities, and Ministry of the Environment in Japan.

The total quantity of the disaster waste is estimated to amount 25 million tons. Since the presence of the waste could be obstacles to reconstruction, quick removal and disposal of the waste is indispensable.

The administrative actors mainly responsible for the waste management are the local authorities, and among their current management some outstanding devices and methods can be seen. The “Good Practices” mentioned on the webpage are a few of such devices, which are encouraged for the other local authorities to reference or imitate.

Source: Waste Management Division, Ministry of the Environment, Japan

Database facilitating access to Japanese government procurement tenders

Since late March 2011, public procurement contracts calls are available in English on the Japanese website of JETRO. The database uses the information published in the Kanpo, the Japanese official gazette. Updated daily, search can be done by date of publication, category of service or product, localization or name of organization behind the offer. Tenders are published by both national and regional administrations. Market access is a Japanese public concern for the European Economic Agreement of Free Trade between Japan and the European Union. It is particularly asked for Japan to improve transparency in tendering.

Japan is one of the signatory countries of an international agreement that came into force in January 1981, stipulating the non-discrimination between domestic and foreign enterprises in the processing of tenders. Several times revised, this agreement has notably extended the scope of procurement to local communities and services. The Japanese government has also taken voluntary measures to improve access to public markets, beyond the conditions established in the WTO. The posting of advertisements in English-procurement is part of these initiatives. Information seminars will be held in Japan to better inform businesses and foreign professional organizations.

Source: JETRO Paris – Isabelle Comtet
EURASIAPAC Workshop

Final EURASIAPAC Workshop to be held in Brussels on 30 November 2011

The EURASIAPAC project, aiming at significantly contributing to the facilitation of ICT related research cooperation between Europe and countries of the Asia-Pacific region (Australia, Japan, New Zealand, and the Republic of Korea), is pleased to announce its final workshop to be held on November 30, 2011, in Brussels at the Radisson Blu Royal Hotel.

This event is the last one of the series of 6 cooperation workshops organised in Europe and Asia-Pacific over the period 2010-11 by the EURASIAPAC project, and constitutes the major component in the discussion of actions to design effective funding and cooperation programmes aiming at strengthening ICT research cooperation between Europe and Asian-Pacific countries.

During this event, the EURASIAPAC Cooperation Portal and the EU-Asia-Pacific ICT Cooperation Strategy will be presented, which are the two main project outcomes, gathering results from the thematic workshops with ones from the expert online consultation, identifying current and emerging research and cooperation priorities as well as major players in the ICT research field. The Cooperation Portal will be used also as a tool insuring the sustainability of the project while increasing international ICT research collaboration opportunities between the two regions.

http://www.eurasiapac-fp7.eu

International symposium
After the global crisis, which models of growth?

3 October 2011 - Tokyo

In 2011 we are still facing the consequences of the crisis that hit the world in 2008. On top of that, the great earthquake of 2011 hit the east coast of Japan followed by devastating tsunami. The prospects for growth are hardly certain. In this context, it is an ideal time to think again about our economic systems and their potential outcomes.

The aim of this policy-oriented symposium is to propose an analysis of what could be the engines and “models” of growth in the future. A key challenge is of course to invent a new relationship between finance and the real economy. Beyond this, we would do well to have a renewed perspective on “classical” engines such as globalization, innovation and domestic demand. It is also important to revisit the role of the government and its interactions with the private sector.

In considering this ambitious purpose, the organizers believe that this symposium will offer a unique opportunity to gather highest officials from central banks and governments as well as world-known professors from Japan, France and the UK to discuss these issues.

Organizers:
The Canon Institute for Global Studies - Fondation France-Japon de l’EHESS
With the support of Nikkei Shimbun, ANA, Banque de France, Toyota Motor Corporation

http://ff.ehess.fr/l

CONFERENCE
Is deindustrialization a fatality?

A comparison between France, Germany, Japan, and Korea

A three years research project of Fondation France-Japon de l’EHESS (April 2011 – March 2014)

Is deindustrialization a fatality? A three years research project launched in April 2011 by Fondation France – Japon de l’EHESS aims at drawing some lessons from a comparison between Japan, Korea, France, and Germany.

During the past 30 years, deindustrialization (i.e., the declining contribution of manufacturing sector to total employment and GDP) have particularly affected the United States and Europe. What is relatively unknown is that this problem has also affected Japan and more recently Korea, i.e., two countries whose successful development has been mainly based on the growth of manufacturing industries. The aim of this research project is to analyze the industrial trajectories of Japan and Korean and to compare them with two European countries, namely France and Germany. The research will include quantitative and qualitative analyze of productivity growth, demand structure, outsourcing, innovation, emergence of new industries, and the impact of trade with other countries, especially China.

The research project is coordinated by Fondation France – Japon de l’EHESS and includes the following partners (alphabetical order; the list will be enriched in the coming months): Air Japan Gas, ANA, Ecole des Hautes Etudes en Sciences Sociales (EHESS), Japan Foundation, Orange, RIETI, Toshiba International Foundation. It also includes a European-Japanese-Korean research team of 20 researchers, and a scientific council that includes: Takahiro Fujimoto (The University of Tokyo), Kyoji Fukao (Hitotsubashi University), François Jackow (Air Liquide Japan), Sébastien Lechevalier (EHESS), Masayuki Morikawa (RIETI), Fumihiko Namekawa (Toshiba).

Three conferences related to this research program will be organized: in March 2012 in Paris, in March 2013 in Tokyo and in March 2014 in Brussels. The targeted outcomes are academic publications (special issue of a journal), policy-oriented reports, and columns in media.

Source: Fondation France-Japon de l’EHESS

http://ff.ehess.fr/l
Innovation Initiative Network Japan

Innovation Initiative Network Japan (Innovation-Net) aims to revitalise local communities through the creation of a nationwide network of innovation-supporting organisations. These originate from local communities based on a common understanding of inter-organisation information sharing, the promotion of exchange, and the solution of common problems to promote wide-ranging collaboration within industries and between industry and academia, and to strengthen ties.

Networking Support for Japanese and European Clusters

Cluster organisations have reached a certain stage of development at which they need innovative supporting structures for better performance.

The European Cluster Collaboration Platform (ECCP) has been established to fill this gap.

The platform within the framework of the European Cluster Excellence Initiative provides online quality information and networking support for cluster organisations and their members aiming to improve their performance and increase their competitiveness through stimulation of international cooperation.

Cluster organisations are invited to use this online platform to discover new horizons of excellence and explore opportunities of collaboration.

The main functions are:
- Mapping and profiling of cluster organisations
- Mapping and profiling of cluster members
- Establishing geographical, sectoral and thematic communities
- Finding new project ideas and financing sources
- Adding news/events/documents and getting information provided by users

CONCERT-Japan Conference

CONCERT-Japan Stakeholders’ Conference will take place in Budapest, Hungary on 26 July 2011

The first Stakeholders’ Conference of CONCERT-Japan project aims to coordinate, structure and enhance Euro-Japanese Science, Technology and Innovation (STI) cooperation in line with the target policy and programme community in Europe and Japan.

The Stakeholders’ Conference will present what has been achieved so far within the CONCERT-Japan project framework and will review the D1.4. Recommandatory Report, which will underpin the D1.5. Preferences and Priorities on STI cooperation between Europe and Japan to shape Pilot Joint Call and future progress of the project.

Interested programme owners/managers, policy makers, EC Representatives and relevant senior officials from both European Countries and Japan, and representatives from multilateral programmes are welcome to participate in this conference.

Japan Aerospace Industry Forum (JAIF) visited the Paris Air Show

The business support department of the French Chamber of Commerce and Industry (CCIFJ) accompanied a delegation of the JAIF including 30 companies to the 49th Paris Air Show (“Salon du Bourget”) from the 20 to the 26 June. The Paris Air Show is one of the largest worldwide events dedicated to the aviation and space industry. It brings together 2000 international exhibitors and 138 000 trade visitors, as well as 193 000 general public visitors. The JAIF represents a large number of Japanese aeronautical firms, mostly located in the Chubu region. Since 2003, the CCIFJ has contributed to the development of business relationships between the Japanese and the French aerospace industries. Prior to Paris Air Show, the JAIF and the CCIFJ have organized business visits in French companies in order to establish preliminary contacts which will be strengthened on the occasion of the international exhibition.

Pitching the Eurofighter

Dogfight over performance, participation and price

The opposition may have impressive pedigrees, but they are up against a thoroughbred in the shape of the Eurofighter Typhoon as the race to provide the Japan Air Self-Defense Force with its next-generation fighter enters the final stretch.

Source: May 2011 issue of BCCJ ACUMEN published by Custom Media

Paris – Tokyo in 2h30 in 2050!

In partnership with Japan, EADS has launched a feasibility study to develop a supersonic aircraft capable of rallying in Tokyo in Paris 2:30. A first test flight could take place in ten years.

The project called ZEHST (Zero Emission High Speed Transport) is partnership between EADS, ONERA, the French aerospace research lab and Japan. The feasibility study is financed by the Directorate General of Civil Aviation (DGCA) and its Japanese counterpart.
Japanese companies design a “smart community” project in Spain

The New Energy and Industrial Technology Development Organization (NEDO), an association which develops new energy and energy-conservation technologies in Japan, selected Mitsubishi Corporation, Mitsubishi Heavy Industries, Ltd., and Hitachi Ltd. to help build a Smart Community System Demonstration project in Spain this year. A “smart community” comprehensively manages all of its energy use, which includes electricity, heat and waste energy, and incorporates transportation and infrastructure into its greening scheme. It will employ highly developed technology such as an advanced smart grid that will help control electricity supply and demand through the use of information and communication technologies.

More information on http://www.nippon-bel.co.jp
http://www.rubotherm.de

Invest in France Seminar
Tourism in France: market and business opportunities

France is the first destination worldwide for tourism. In 2008, the tourism industry reported an € 80.5 billion turnover. It is no surprise then that many foreign companies are looking for investment opportunities in the tourism industry in France. In order to give the most recent figures and current trends of the tourism industry in France, the Japan Office of Invest in France Agency, the French Government Tourist Office and the Tokyo Chamber of Commerce and Industry held a seminar on the 31 May 2011 at the French Embassy in Tokyo.


Success Story
Joint Development & Marketing of Analytical Instruments

For more than 15 years the Japanese company BEL Japan, Inc. and the German company Rubotherm GmbH have been co-operating closely. Through co-ordinated efforts the two companies developed a complementary product line of analytical instruments for research in chemistry, chemical and mechanical engineering, and materials research. Currently the products of the two companies are mainly applied in research for energy efficient processes. Besides the co-operation in research and development BEL and Rubotherm set up an international sales system, wherever possible working with the same distributors. A result of this has been a drastic improvement in the efficiency of supporting and training the sales partners in the different regions.

The most recent developments will be presented in June 2012 during the international exhibition congress ACHEMA 2012 in Frankfurt, Germany.

More information on http://www.nippon-bel.co.jp
http://www.rubotherm.de

Finnish Institute in Japan
The Finnish Institute in Japan has opened a new office in Hokkaido

The Finnish Institute in Japan, located in Tokyo, opened a new office in Hokkaido. The official opening reception was held on the 3 March 2011, in Sapporo. The Hokkaido Office will concentrate on developing researchers’ careers, and enhancing the researcher-professor exchange between the two countries.

More information on http://www.finstitute.gr.jp/hokkaidon_toimipiste.htm

Medtech Summer School
In the framework of the AlpsBioCluster European project, Adebag (health technologies cluster), with the collaboration of local partners (PhD school EDISCE and technology transfer structure Floralis), is organising a Medtech Summer School focused on “the process of innovation and industrial challenges in medical technologies”. For the summer school, 25 international master’s degree and PhD students will visit leading companies such as bioMerieux, Becton Dickinson and Trixell. They will also visit the ESRF (European Synchrotron Radiation Facility) and discover a visionary platform for augmented intervention in medicine with start-ups in surgical robotics such as SQI (Surgiqual Institute). In addition, Roche Diagnostic and renowned researchers and actors in the medtech field will give speeches. Lastly, students will use their varied skills and cultures for a concrete teamwork project on the process from lab to market, supervised by expert tutors in technology transfer and valorisation.

More information on http://www.alpsbiocluster.eu
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<th>DATE/LOCATION</th>
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| 15 July 2011 Tokyo, Japan | SYMPOSIUM  
150 Years of German-Japanese Friendship  
Supporting Tomorrow’s Leading Researchers: Innovation and Challenges - Approaches by Japan and Germany | German Research Foundation (DFG)  
Japanese-German Center Berlin (JDZB)  
Japan Science and Technology Agency (JST)  
http://www.prime-pco.com/german_japanese_friendship/ |
| 1 – 2 September 2011 Copenhagen, Denmark | CONFERENCE  
Copenhagen Co-Creation Conference 2011  
Co-Creating Innovative Technologies for Future Markets | CCLIFM  
http://www.cocreattech.dk/conferences.html |
| 15 - 16 September 2011 Tokyo, Japan | CONFERENCE  
Environmental, Social and Governance (ESG) and Impact Investing | TBLI GROUP  
http://tbliconference.com/ |
| 13 - 14 October France | SUMMIT  
1st European Lean IT Summit | Institut Lean France  
| 5 - 9 December 2011 Tokyo, Japan | EUROPEAN COMMISSION-FOUNDED PROGRAMME  
Business Mission - Information & Communication Technologies  
Application deadline: 15 July 2011 | EU Gateway Programme  
| 6 - 10 February 2012 Tokyo, Japan | EUROPEAN COMMISSION-FOUNDED PROGRAMME  
Business Mission - Environment and Energy-related Technologies  
Application deadline: 23 September 2011 | EU Gateway Programme  
| 27 Feb – 2 Mar 2012 Tokyo, Japan | EUROPEAN COMMISSION-FOUNDED PROGRAMME  
Training Mission - Distribution & Business Practices in Japan  
Application deadline: 8 December 2011 | EU-Japan Centre for Industrial Cooperation  
| 14 May – 8 June 2012 Tokyo, Japan | EUROPEAN COMMISSION-FOUNDED PROGRAMME  
Human Resources Training Programme - Japan Industry Insight  
Application deadline: 8 December 2011 | EU-Japan Centre for Industrial Cooperation  

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

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