



EU-JAPAN *Brief*

A publication of the EU-Japan Centre for Industrial Cooperation

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UPCOMING ACTIVITIES Managerial training courses

Distribution Business Practices

Course dates: 1-8 Mar 2004

World Class Manufacturing 2004/1

Course dates: 31 May-4 Jun 2004

Application deadline: 19 March 2004

H RTP - Japan Industry Insight/1

Course dates: 27 Sep-22/29 Oct 2004

Application deadline: 28 May 2004

World Class Manufacturing 2004/2

Course dates: November 2004

H RTP - Japan Industry Insight/2

Course dates: January 2005

The EU-Japan Centre for Industrial Cooperation

is a joint venture co-financed by the European Commission and the Japanese Ministry of Economy, Trade and Industry (METI). Its aim is to foster the development of industrial cooperation between companies from both regions through training programmes for business people, for EU and Japanese students and researchers, and through information services and an industrial dialogue.

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EU-JAPAN Brief is an occasional newsletter produced by the European Office of the EU-Japan Centre, primarily intended to provide EU-Japan news to the Former Participants in the Centre's training programmes.

EVENT ANNOUNCEMENT



EU-JAPAN CENTRE FOR
INDUSTRIAL COOPERATION



ENTERPRISE
IRELAND



www.eu2004.ie

With EU enlargement happening in May, the Irish Presidency of the European Union has identified competitiveness as being two of its four priorities for its 6-month Presidency. The EU-Japan Centre for Industrial Cooperation and Enterprise Ireland (the Irish development agency), with the support of the Irish Department of Enterprise, Trade and Employment, are organising an Irish EU Presidency event:

WORKSHOP ON WORLD-CLASS MANUFACTURING IN EUROPE

Sharing experiences between European managers:

Adapting Japanese production principles along European production lines.

What links a British gravy-granule manufacturer, an Austrian car company, a Belgian weaving-loom maker, a Dutch cheese company, a Finnish mobile phone producer, a French university, a German component supplier, a Greek tobacco trading company, an Irish agricultural machinery maker, a Spanish consultancy, a Swedish packaging company and the Danish post office?

They have all turned to an EU-Japan Centre training programme funded by the EU and Japan aimed at helping EU firms achieve world-class manufacturing excellence. Since 1992, 212 production directors, plant managers and engineers from 14 of the 15 EU Member-States and from the smallest one-person operations to the largest multinational companies have all learnt how to adapt their production systems to take account of recent developments in manufacturing efficiency (KAIZEN, Just-In-Time, Total Quality Control, etc.).

Event dates in Dublin, Ireland:

Thursday 4 and Friday 5 March 2004

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

FORTHCOMING COURSE

The EU-Japan Centre is currently inviting applications for its

CHALLENGE TOWARDS WORLD CLASS MANUFACTURING (WCM) course.

This one-week high-level mission in Japan is aimed exclusively at EU Senior Executives and Managers with knowledge of WCM and an engineering background. It assists the participants to acquire a better understanding of TQC (Total Quality Control), TQM (Total Quality Management), TPM (Total Productive Maintenance), JIT (Just In Time), TIE (Total Industrial Engineering) practices and the current KAIZEN manufacturing methods (continuous improvement).

The training course consists of lectures and workshops and European top decision-makers are able to visit some of the Japanese factories to understand the real "Gemba" (the production site), to talk directly with their production managers, and to observe the effective implementation of manufacturing methods.

A preliminary visit to an industry applying WCM methods is held in Europe, as well as a Pre-departure briefing session, prior to the training in Japan.

WCM 2004 dates in Japan: **Monday 31 May - Friday 4 June 2004.**

Application deadline: **Friday 19 March 2004.**

For more details: <http://www.eujapan.com/europe/manufacture.html>

Success Story of an Alumnus

Finland and Japan share common aims in the development of welfare services for elderly people.

The EU-Japan Centre has played an important role in enabling contacts between Laurea and distinguished Japanese organisations with a shared interest in the welfare of elderly citizens. Promising discussions have already been initiated with such Japanese universities as Nihon Fukushi University in Nagoya and Kansai Gaidai University in Hotani. Laurea Polytechnic in Finland is a centre of expertise for the metropolitan area in welfare, business management, information and communication technologies, and sustainable development. The polytechnic has 8,000 students in eight institutes, and is the second largest in the country. The Finnish Higher Education Evaluation Council has proposed to the Finnish Ministry of Education the appointment of four polytechnics, of which Laurea is one, as Centres of Excellence in regional development for 2003-2004.

The development of welfare services for elderly people in Laurea is a joint development project between the Social and Health Services, the Business and Administration, and the Information Technology departments. The aim is to provide customer services quickly and efficiently. With this in mind the service concept is under constant development based on an operational process in

LAUREA POLYTECHNIC - Dr. Hannu Pirnes - H RTP 26

which customer feedback is incorporated into improved service. Since pensioners of the future will increasingly command a high degree of computer skills, Laurea has embarked on the development of a new concept for a call-centre in which various service providers and customer requirements can be synchronised.

In Japan the Nihon Fukushi University established in 2003 a new Faculty of Healthcare Management to develop "creative personnel" with both welfare and business minds to meet the new management demands in business, welfare and healthcare facilities. An equivalent programme would synergise with Laurea's vision as a leading modernising educator in welfare services in Europe.



Manager/H RTP programme, Izumi AKIYAMA, with Helena and Hannu PIRNES

LOST ALUMNI

We no longer have contact information for the following EU-Japan Centre Alumni:

Mr. Pablo **ALONSO**, Mr. William **BARDO**, Mr. Guy **BATIFORT**, Mr. Koen **BEERTS**, Mr. Franco **BERTOLI**, Mr. Jürgen H. **BESGEN**, Mr. Nels Haerslev **BJERREGAARD**, Mr. William Charles **BRITTAIN**, Mr. Fernando Bartolome **BRIZUELA**, Mr. Jean-Marie **BROM**.

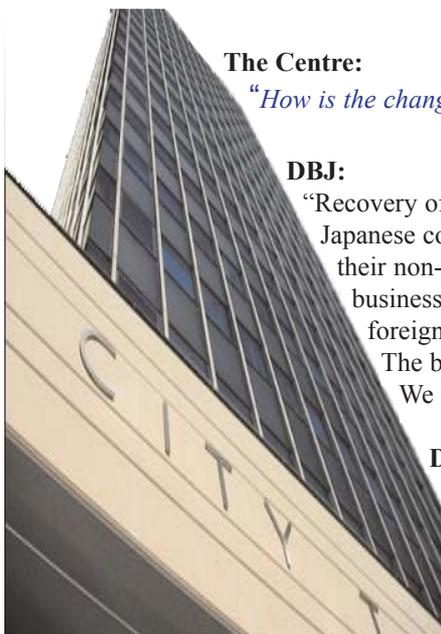
If you know any means to get in touch with them (e-mail address, telephone #, ...), please contact us (info@eu-japan.com or tel +32 (0)2 282 37 16).



Discussion with:

(part 2) DBJ London Office

The Development Bank of Japan (DBJ) was established based on the Development Bank of Japan Law on 1 October 1999, as the successor to all rights and obligations of the Japan Development Bank and the Hokkaido-Tohoku Development Finance Public Corporation.



The Centre:

"How is the changing investment situation in Japan affecting foreign companies?"

DBJ:

"Recovery of Japan's industrial vitality requires heightened productivity on the part of individual firms. Japanese companies need to 'select and concentrate' on core areas of business and accordingly to divest their non-core business. There are good opportunities for foreign companies to acquire Japanese business units at historically low asset prices and financing costs. Following the successful cases of foreign M&A, the Japanese business community is becoming more open to foreign management. The business climate in Japan seems to be improving at the moment. We think now is the good time to invest in Japan".

DBJ London Office will provide initial consultation for European companies who have any investment plans in Japan.

You can refer to DBJ's Homepage at http://www.dbj.go.jp/english/fi_ma/index.html regarding its Loan and M&A services.

If you have any questions, feel free to contact Mr. Musha, Deputy Chief Representative in London at himusha@dbjuk.info.

Recommended reading

Professor Gianni Fodella (DEPA - Department of Economics, Milan University) has recommended some Japan-related books.

“On Japan many books have been written, but only a few are valuable works. Among these are the following six:

1. **Fosco Maraini, "Meeting with Japan"** (English edition 1959 & 1969 of "Ore giapponesi" Leonardo da Vinci editore, Bari 1957, new edition dall'Oglio editore, Milano 1988) also published in French (1959 & 1969), German (1958) and Spanish (1958).

It is no less than the contemporary presentation of Japan to the Western world, through the direct experiences of a Renaissance man, a true European, graduate in natural sciences and an anthropologist by vocation, deeply knowledgeable about Japan (but not only) who was there at various times between the Thirties and the Nineties.

2. **G. B. Sansom, "The Western World and Japan"**, Knopf, New York 1965 (several reprints, also in Japan) covers in an interesting and enlightening manner the cultural relations between Japan and Europe over a span of four centuries. Sansom is also the author of "Japan, A Short Cultural History", one of the best works of its kind.

3. **C. Nakane, "Japanese Society"**, 1970, (various translations, including Italian in 1992, Raffaello Cortina Editore) on the values that move Japanese society and make it work.

4. **C. Yanaga, "Big Business in Japanese Politics"**, Yale University Press, New Haven 1968, on bureaucracy and society.

5. **Takeo Doi, "The Anatomy of Dependence"**, Kodansha, New York 1982 (Italian edition 1991 by Raffaello Cortina Editore) analyses the Japanese mind.

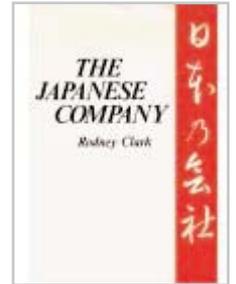
6. **Thomas Raucat, "L'honorable partie de campagne"**, Editions Gallimard 1924 (renewed in 1952), regularly reprinted, reveals minor aspects of Japanese society that it would be hard to find in other more seriously minded books.

More specific on the Japanese company and its economic structure are the following three works:

1. **James C. Abegglen & George Stalk, Jr., "Kaisha. The Japanese Corporation"**, Basic Books, New York 1985. How marketing, money, and manpower strategy, not management style, make the Japanese world pace-setters.

2. **Rodney Clark, "The Japanese Company"**, Yale University Press, New Haven & London 1979.

3. **Ronald P. Dore, "British Factory, Japanese Factory"**, Allen & Unwin, London 1973. The origins of national diversity in industrial relations.



Finally, after having made your own "Japan experience", I would encourage those who have made the most out of it to enjoy a very small book easily found also at airport bookshops: "**Bluff your way in Japan**", by **Robert Ainsley**, Ravette Books Limited, Horsham 1988 (and reprints), reviewed as "An amazing amount of solid fact disguised as frivolous observation.".

Publication

"Japanspezialisten" publication



The JSPS Liaison Office in Bonn and the German Society of Former JSPS Fellows published a booklet "Japanspezialisten" about German scientists who spent at least one year in Japan.

The second edition (January 2004) of this booklet is now available on request (free of charge) from the JSPS Liaison Office in Bonn.

Address: JSPS Liaison Office in Bonn, Ahrstrasse 58, D-53175 Bonn, Germany; e-mail: jsp-bonn@t-online.de

Event

GLOBAL VENTURE FORUM (GVF)

The Global Venture Forum is a business-matching event for companies in new, high-tech, and emerging fields of business and promotes business creation and cooperation. In October and November 2003, the Osaka Chamber of Commerce and Industry's GVF focused on the Biotechnology and the ICT, Electric and Electronic Devices sectors.

23 firms (18 from the EU) took part in GVF03-BIO. 211 people from 126 companies attended the event. 13 firms (6 from the EU) took part in GVF03-IT. 193 people from 94 firms attended the event. The exhibitors at both events had about 10 one-to-one business meetings.

GVF04 will take place on 15 & 16 November 2004 in Osaka and will focus on Biotechnology and on the ICT, Electric and Electronic Devices sectors.



For further details of GVF, see future editions of EU-Japan Brief, contact Simon on +32 2 282 0047, e-mail: simon@eu-japan.com or go to <http://www.eu-japan.com/europe/gvf.html>.



Date / Location	Business Event	Contact
8 March 2004 Liège, Belgium	Lecture Japanese Contemporary Architecture by Professor Riichi Miyake, Keio University at the “Institut Supérieur d’Architecture Saint-Luc”	Cultural and Information Centre of the Embassy of Japan:  +32 2 511 2307
10 March 2004 Louvain-la-Neuve, Belgium	Conference “Quelle place pour le Japon au début du XXIe siècle?” by Jacques Bourrinet, Université d’Aix-Marseille III.	 +32 10 47 8550  secretariat@euro.ucl.ac.be
17 - 19 May 2004 Cernobbio, Lake Como, Italy	IMS International Forum 2004 is pleased to announce the Call for Papers for the International IMS Forum 2004.	 http://www.imsforum2004.org 
18 - 19 June 2004 London, UK 	Interview days: International recruitment of Japanese-English bilinguals educated in the UK and continental Europe.	Contact: Antonio Varela  hr@discointer.co.uk  http://www.careerforum.net
25 - 29 October 2004 Osaka, Japan	EU GATEWAY TO JAPAN Healthcare Trade Mission.	http://www.gatewaytojapan.org/ Application deadline: 26 April 2004 
7 - 20 November 2004 	Commercial export mission to Japan YES© programme (young executive stay) aims to train young executives from Belgium and Luxembourg in successful Japanese business practices.	Belgium-Japan Association  +32 2 644 1405  info@bj.a.be  http://www.bja.be

Submit an event for the next issue:

If you are organising an EU/Japan-related event that is taking place in your country and would like it to be considered for inclusion in our forthcoming newsletter, then please send details to  j.michelson@ejapan.com.

The next issue will be at the end of April and the deadline date for submission will be 31 March.

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