



## NEWSLETTER

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### The EU-Japan Centre for Industrial Cooperation

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

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

Any EU/Japan-related information to be published in the next issue ?

Please send details to:  
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Editor: J. Michelson

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### The EU-Japan Centre's forthcoming activities

Course	Programmes dates	Application deadline	Profile of Participants	On-line information
World Class Manufacturing	17 - 22 Jun 07	28 Mar 07	European Executives Plant Managers	<a href="http://www.eu-japan.eu/europe/wcm.html">http://www.eu-japan.eu/europe/wcm.html</a>
World Class Manufacturing	11 - 16 Nov 07	12 Sept 07	European Executives Plant Managers	<a href="http://www.eu-japan.eu/europe/wcm.html">http://www.eu-japan.eu/europe/wcm.html</a>
H RTP-J 43 Japan Industry Insight	21 Jan - 8 Feb 08	10 Oct 07	European Managers from Japanese Affiliated Companies	<a href="http://www.eu-japan.eu/europe/hrtp_j.html">http://www.eu-japan.eu/europe/hrtp_j.html</a>
Innovation Made in Japan (TBC)	Feb 08 or 09 (TBC)	Sept 07 or 08 (TBC)	European Managers	<a href="http://www.eu-japan.eu/europe/imj.html">http://www.eu-japan.eu/europe/imj.html</a>

### European Commission-funded programmes for the benefit of EU companies

The EU-Japan Centre is currently inviting applications for the 2007 training activities in Japan for EU companies

#### < World Class Manufacturing >

For EU managers working for manufacturing companies in the EU

Training dates in Japan:  
17 to 22 June 2007 (5 days)  
Pre-Departure Briefing date in Europe:  
mid-May (1 day)  
**Application deadline: 28 March 2007**

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

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

More details on:

<http://www.eu-japan.eu/europe/wcm.html>

Contact: Ms Céline Godart: [c.godart@eu-japan.eu](mailto:c.godart@eu-japan.eu)

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

For EU managers working for Japanese companies in the EU

Training dates in Japan:  
21 January to 8 February 2008 (3 weeks)  
Pre-Departure Briefing date in Europe:  
December 2007 (1 day)  
**Application deadline: 10 October 2007**

With the support of the Japan External Trade Organization (JETRO), the EU-Japan Centre for Industrial Cooperation is currently inviting applications for its forthcoming managerial training programme in Japan.

The 43rd session of the H RTP programme is targeted at EU managers working in Japanese companies based in the EU and focuses on improving communication between Japan headquarters and affiliated companies in the EU in all areas of daily management and practices.

More details on:

[http://www.eu-japan.eu/europe/hrtp\\_j.html](http://www.eu-japan.eu/europe/hrtp_j.html)

Contact: Ms Emi Shibuya: [e.shibuya@eu-japan.eu](mailto:e.shibuya@eu-japan.eu)

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



**Executive Training Programme (ETP) for Japan and Korea**

The ETP Japan & Korea is a unique intensive professional development programme designed to provide EU companies with the latest, most insightful and advanced knowledge of the Japanese and Korean economies. ETP is aimed at the next generation of EU business leaders: managers working for dynamic EU companies who want to broaden their horizons and enhance the prospects of their firms in the Japanese and Korean markets.



The programme, set up in 1979 by the European Commission, offers companies an unparalleled opportunity to prepare themselves for entering the Japanese and Korean markets and provides participants with practical business experiences and management and language training in Europe, Japan and Korea. Altogether 50 European companies - ranging from family-owned SMEs to multinational companies - signed up to the 2006/2007 programme. They follow in the footsteps of nearly 1000 other managers that have participated in the programme.

The ETP offers 3 months of intensive seminars on business culture and learning of the Korean or Japanese languages in Paris, Milan and London (complemented by distance-learning). Participants then start 6 months of advanced language and business culture training in Tokyo or Seoul, which is followed by a 3-month internship in a Japanese or Korean-based company. The cost of training is covered by the European Commission and, in addition, ETP participants receive a scholarship of 24 000 euro.

For the 2007/2008 programme, 45 seats will be available for ETP Japan and 15 for ETP Korea. The deadline to submit applications is 15 May 2007. To learn more about this unique opportunity and how it can help you and your company, please contact any of the 50 Chambers of Commerce & Industry in the EU, Japan and Korea, which are currently promoting ETP.



You can also learn more about ETP at one of the ETP Days that are taking place all around the EU, Japan and Korea. Over the past few months successful ETP Days have already been organised in Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Hungary, Korea, Latvia, Poland, Romania, Slovenia, Spain and Sweden. Many more of these events are also planned - the following is an overview of some of the key events that will take place between now and the end of April. For more information on any of these events or for details on how to participate, please contact the organising chamber or national contact point (details available on the ETP website <http://www.etp.org>)

Country	Location	Date	Organiser
Japan	Tokyo	12 March	European Business Council
France	Grenoble	13 March	CCI Grenoble - GREX
Ireland	Dublin	14 March	Chambers Ireland
France	Strasbourg	15 March	CCI Strasbourg
Netherlands	Amsterdam	15 March	Chambers of Commerce of Amsterdam & Rotterdam
Germany	Düsseldorf	16 March	DIHK - IHK Düsseldorf
Germany	Hamburg	19 March	DIHK - IHK Hamburg
Italy	Venice	19 March	Centro Estero - CCI Veneto
United Kingdom	Manchester	19 March + April (exact date TBD)	Chamberlink
Germany	Mannheim	20 March	DIHK - IHK Mannheim
France	Paris	21 March	CCI Paris
United Kingdom	London	21 March	British Chambers of Commerce / CCI London
France	Lille	22 March	CCI Lille
Germany	Nürnberg	22 March	DIHK - IHK Nürnberg
Germany	Munich	23 March	DIHK - IHK Munich
Slovak Republic	Bratislava	28 March	Slovak Chamber of Commerce & Industry
Hungary	Budapest	End March / early April	Hungarian Chamber of Commerce & Industry
Italy	Milan	End March / early April	Mondimpresa / Centro Estero - CCI Lombardia
Portugal	Lisbon	12 April	Câmara de Comércio e Indústria Portuguesa
United Kingdom	Birmingham	17 April	Birmingham Chamber of Commerce & Industry
Germany	Stuttgart	April	DIHK - IHK Stuttgart
Germany	Leipzig	April	DIHK - IHK Leipzig

Additional events are also being planned in Turin and Pesaro (Italy) and Madrid and Valencia (Spain). The dates for these events were not yet known when this newsletter was published. If you would like more information on these events, please contact the organising chamber or national contact point (details available on the ETP website <http://www.etp.org>)

Information on the seminars also available on: [http://www.eu-japan.eu/europe/events\\_jointseminar.html](http://www.eu-japan.eu/europe/events_jointseminar.html)



## 5<sup>th</sup> European Business Summit on the occasion of 50 years of Europe 15 - 16 March 2007 // Brussels

The EU-Japan Centre is a supporter of the

**5th European Business Summit organised by FEB (Federation of Enterprises in Belgium) and BUSINESSEUROPE (Confederation of European Business) - 15-16 March 2007 in Brussels at Tour & Taxis: "Reform to Perform: Europe is our Business"**

**Last Call** **EBS to present official Business Message to the German Presidency and to the EC**  
On 15 and 16 March the 5th extraordinary edition of the European Business Summit, to celebrate 50 years of the founding Treaties of Rome, will take place in Brussels at Tour & Taxis. Ten days before the EU Summit in Berlin, EBS will deliver the official Business Message to the German Presidency and to the European Commission. EBS is the only economic forum that celebrates 50 years of Europe. With the theme "Reform to Perform: Europe is our Business", EBS wants to play an active role in the discussions to look at the achievements of Europe and in the necessary reforms to undertake to make Europe the most competitive economy.

This two-day event brings together 100 high-level speakers, among them José Manuel Barroso, President of the European Commission, Michael Glos, German Federal Minister for Economics and Technology, Germany, Günter Verheugen, Vice-President of the European Commission, Lakshmi N. Mittal, President and CEO of Arcelor Mittal, Jorma Ollila, Chairman of the Board of Directors of Nokia and Shell and Chairman of the European Round Table, Dr. Ing. Norbert Reithofer, Chairman of the Board of Management of BMW Group, Lars G. Josefsson, President and CEO of Vattenfall and Ernest-Antoine Seillière, President of BUSINESSEUROPE.

Co-organised for the first time jointly by BUSINESSEUROPE and FEB (Federation of Enterprises in Belgium), under the patronage of the European Commission and with the support of the German Presidency, EBS has become the Number 1 dialogue between the business world and European policy-makers.

For the latest version of the EBS programme please visit the website: <http://www.ebsummit.org>

### Workshop-Seminar for Japanese Managers in the EU: "Discussing cultural issues in the workplace"

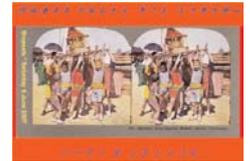


On 14 & 15 March, the EU-Japan Centre for Industrial Cooperation will conduct a workshop-seminar designed for Japanese middle managers to discuss ways to improve communication and understanding in the EU workplace, as well as human resource education and management methods to maximise the contribution of European staff.

For details on speakers and venue, contact: [seminar@eu-japan.eu](mailto:seminar@eu-japan.eu)

### Vulcanus in Japan's 10th anniversary

The "Vulcanus in Japan" programme will be celebrating its 10th anniversary with an alumni get-together on 9 June 2007 in Brussels.



More information on:

[http://www.eu-japan.eu/vulcanus/get\\_together.htm](http://www.eu-japan.eu/vulcanus/get_together.htm)

### Inaugural workshop of the Apparel and Textile Quadripartite Meeting

#### A new Free Trade Area ?

On 25 January 2007 representatives of the textile and apparel industries of China, the EU, Japan and the USA met in Tokyo for the inaugural workshop of the Apparel and Textile Quadripartite Meeting organised by the European Apparel and Textile Organisation - EURATEX.

EURATEX was represented by its Honorary President, Filiep LIBEERT and by its Director General, Bill LAKIN. The meeting was ably chaired by Mr. Masaki SAKURAI, Vice-President of the Japanese Textile Federation.

The Agenda featured an in-depth discussion of the post-ATC era, and an exchange of views as to the prospects for tariff reductions and the elimination of non-tariff barriers in the textiles and clothing arena, followed by a description of the efforts made by the authorities of each country or region to secure meaningful free trade agreements with other countries. This led to a proposal that the parties present at the meeting should work towards a quadripartite free trade agreement covering the USA, Europe, Japan and China by 2012.

Speaking on his return to Brussels, Mr. Libeert stressed the ambitious nature of the free trade proposal.

"The achievement of this joint EU-Japan industry initiative, by outlawing unfair trade practices wherever they occur, by removing customs duties and eliminating all non-tariff barriers, would provide far-reaching opportunities for Europe's textile and apparel manufacturers whose export performance, although standing at €40 billion, remains hamstrung by high tariffs and non-tariff barriers on too many markets", he said.

"We are confident that our authorities and other industries will draw inspiration from this initiative and bring it to early fruition". EURATEX President Michele TRONCONI expressed his satisfaction at the outcome of the meeting. "It is clear that the bringing together of small delegations of major players in the textile and apparel trade has enabled participants to focus on the issues and to express and exchange their views in some considerable detail. The substantive outcome of this first meeting and the free trade initiative offer scope for real progress."

More information on: <http://www.euratex.org>

Source: **Press release - Thursday, 2 February 2007**



## Accompanying entrepreneurial mission of the President of the Czech Republic

The Economic Chamber of the Czech Republic organised an accompanying entrepreneurial mission of the President of the Czech Republic, Mr. Vaclav Klaus, to Japan on 13-16 February 2007. 14 Czech companies took part in this important event. A large entrepreneurial forum was organised in the Hotel Imperial, where the President made an interesting speech to more than 100 Japanese companies. After the seminar session Czech and Japanese companies had the possibility to negotiate with each other. Some of the Czech companies already had their Japanese partners there, while some of them established new contacts. The entrepreneurial delegation also visited the central JETRO office in Tokyo, where participants were informed about their services for companies and were also offered free-of-charge fully equipped offices. During the evening reception organised by President Klaus, Czech entrepreneurs had the possibility to meet important Japanese business people.

Japan represents a great potential for Czech companies, some of which already took part in EU programmes Gateway to Japan or ETP. Their interest in the Japanese market is really strong, so it is hoped that EU programmes for European companies will continue or will be enlarged.

More information on: [tycova@komora.cz](mailto:tycova@komora.cz) - [voles@komora.cz](mailto:voles@komora.cz) - <http://www.komora.cz>

## Latest initiatives of the Bulgarian-Japanese Economic Council

On 19 February 2007 the Vice-Chairman of BJEC/BCCI, Dr. Georgi STOEV, met in Sofia Professor Masayuki IMAI from Nihon Fukushi University and discussed the latest initiatives of the Bulgarian-Japanese Economic Council, regarding carbon bonds trading and Kyoto Protocol related projects in Bulgaria after its accession to the EU in January 2007. Both sides identified several topics of mutual interest, such as renewable energy resources, environmental protection and biomass processing technologies. The role of BJEC in promoting the GMD/JI carbon emissions strategy is very important and its activities are in accordance with the proposed Operational programme, financed by EU Structural Funds and coordinated by the Ministry of the Environment.

The Economic Committee for bilateral cooperation between Bulgaria and Japan was founded in 1972. During 2004 it was renamed Bulgarian-Japanese Economic Council and consists of two sub-councils: Japanese-Bulgarian Economic Committee (JBEC) and Bulgarian-Japanese Economic Council (BJEC). Their members are manufacturing, trading and advisory companies, banks, associations and branch organisations.

The BJEC at the Bulgarian Chamber of Commerce & Industry publishes information about common initiatives connected to training, seminars and other opportunities for learning and exchanges of experiences on its specially designed webpage <http://www.bcci.bg> window Bulgaria Analytica.

More information on: <http://www.bcci.bg>

## Tokyo report on Marketing Strategy for "Wow, Delight, Thank you" by Kenji Mizuguchi, President Tokyo/Osaka Chapters, MCEI, on 23 January 2007

### The Quick and the Dead

Even before marketing, there is the reality that the only money a company has is what it gets from its customers. Unless consumers choose to give a company their money, the company dies. It is that stark. And consumers now have more choice than ever before.

As one result of this choice, the middle is getting squeezed. Some people opt for a touch of luxury. Others for sheer economy. Depending on the product. Depending on what they want it for. Each decision. The market is no longer uniform. No longer predictable. Values and expectations differ. The vast middle-class market has evaporated. It has fragmented, and not coalesced elsewhere. Just as families have fragmented to the extent that they no longer have dinner or even breakfast together. To the extent that each person fend for himself with take-outs (rather than, for example, buying the ingredients and putting something together). To the extent that both grocery-store and restaurant sales are slipping while semi-finished meal sales are up.

Marketing in Japan used to be manufacturer-driven 4P (product, price, place, promotion) marketing aimed at consensus. But manufacturers found they needed more interface than advertising could provide. Which meant ceding interface control to retailers, who then decided they could produce their own-label

products and did not need the big national brands. Retailers are moving into manufacturing, and manufacturers, frustrated, are moving (back) into retailing. And in this competition, both manufacturers and retailers are developing alpha-value marketing to compete not on price but on product (including interface).

Yet even though more and more firms (manufacturers and retailers alike) are trying to compete on product, not price, the reality is that there has been considerable price slippage everywhere. Demand is down. Interface-bonding is weak. Who can be more agile in adapting to these ever-changing circumstances? Who can develop new products and new services that people will pay for faster? The race is truly to the swift.

The key concepts are three: wow, delight, and thank you. This is true of all new products, including the 80% of "new" products that are turbo-charged classics and the 20% that are actually new.



### Wow.

Does the product grab the consumer? Does it exceed expectations?

### Delight.

Is the customer happy she bought it? Does it brighten her day?

### Thank you.

Is the customer glad the product is there? Would she miss you if you closed your shop tomorrow?

Some companies in Japan are doing well. Kagome Co. Ltd., a manufacturer of tomato processed foods, has made all of its people profit-focused, giving them real-time data and real-life responsibility. Uni-Charm Corp, a manufacturer of sanitary products, focuses heavily on R&D, not only with its products but also with intra-company "best practices" to make its prices stick. And Co-op Sapporo, the cooperative chain operator, has pioneered sharing data with manufacturers and employees alike so everyone works for Co-op Sapporo.

Standing still is death. You have to stay ahead of the curve if you want to survive. There are many curves. There are many ways to stay ahead. But whatever you do, it has to be a total effort including your people, your product, your interface, and the people you interface with. Your own solution for your own survival. Today, if not sooner.

More information on: MCEI (Marketing Communications Executives International): <http://www.mcei.org/>

## DE symposium Resource Competition and Power Balance in East Asia - An EU-Japan Perspective



In collaboration with the Japanese Ministry of Foreign Affairs, the German EU Presidency and the EU Commission, a symposium was organised on 2 March 2007 at the Japanese-German Center Berlin [JDZB] on Resource Competition and Power Balance in East Asia - An EU-Japan Perspective.

East Asia has re-emerged as the world's growth centre. Especially the fast development of China provides a long-term dynamic and global potential that will heavily influence policies in the EU and Japan. On top of the enormous opportunities, however, it has also become obvious that the explosive growth also carries the potential for crises in the region. China's hunger for energy and resources has already resulted in supply shortages and territorial conflict. Unresolved historical conflicts and regional ambitions are further fuelling such conflicts. Determined political and economic support from Japan and the EU will therefore be necessary to secure regional stability and resolve potential conflicts before they escalate into crises.

The conference analysed existing potentials for integration and conflict in three steps and outlined the strategic options for Japan and Europe. Firstly, the impact of East Asia's demand for resources on the global power balance was examined. Secondly, the cooperation options for lasting energy security and progress in environment technologies were investigated. Thirdly, corporate strategies and private economic interests in the region's integrating market for resources were introduced. To sum up the programme, a discussion between the eminent experts clarified the political and economic options for the EU and Japan.

Organisers: the Ministry of Foreign Affairs, Japan - the German EU Presidency - the European Commission - Japanese-German Center Berlin [JDZB] in cooperation with Fujitsu Research Institute, Tokyo [FRI].

A publication of the results is planned.

For more information please consult: <http://www.jdzb.de>

## Joint Anniversaries: 150th of the École Centrale de Lyon, Centennial of Tohoku University and 50th of INSA Lyon - 8-9 February 2007



The international dimension has always been a key criterion for the development of INSA Lyon and besides the European cooperation, Asian countries are in fact quite important in the international network. In Asia, needless to say that Japan is playing a major role and INSA Lyon established its first link with Japan more than 15 years ago. Since then, 3 main agreements have been signed with Tokyo University, Kobe University and Tohoku University in Sendai.

INSA Lyon and Tohoku University have already conducted joint research and joint projects involving industrialists through the "French pôles de compétitivité" and the Japanese industrial clusters. We have opened our respective liaison offices whose aim is really to stimulate the promotion of joint projects and to promote the industry-university cooperation. More recently, a double degree agreement has been signed to give our respective students the opportunity to obtain a Master's degree from Tohoku University and the "Diplôme d'Ingénieur" from INSA Lyon.

This year, three prestigious institutions - École Centrale de Lyon, Tohoku University and INSA Lyon - are celebrating their 150th, Centennial and 50th anniversary respectively, and they decided to organise on 8-9 February an international forum for the joint anniversaries: "Lyon-Tohoku, teaming for the future".

### We pioneer the 2020 horizon with Science and Technology

A two-day conference gathered top runners in politics and industry as well as researchers from France and Japan. Among them, Mr Jacques Barrot, Vice-President for the EU, presented the scientific innovations in the transport sector.

This event highlighted more potential fields of cooperation and was at the same time a solid base for the second part of the joint anniversary which will be held in Tokyo and Sendai in December.

As a strong and faithful French partner, INSA Lyon also aims to be a gate to Europe for the University of Tohoku and hopes that its active partnership will contribute to increase French-European/Japan cooperation.

## Commitment to Promoting Understanding between Germany and Japan

### DFG Awards the Sixth Eugen and Ilse Seibold Prize

The Japanese civil engineer, Professor Hideo Nakamura, and the former director of the Paul Drude Institute for Solid State Electronics in Berlin, Professor Klaus H. Ploog, are the recipients of the 2007 Eugen and Ilse Seibold Prize, awarded in recognition of their contribution to the advancement of science and mutual understanding between the two countries. This is the sixth time that the prize, which is worth 10,000 euro, will be given by the Deutsche Forschungsgemeinschaft (DFG, German Research Foundation).

Professor Nakamura has been dedicated to promoting interaction between young German and Japanese scientists and researchers for over 40 years. He has initiated summer schools and exchange programmes with various German universities, which have given Japanese and German students the opportunity to get to know each other's country. He has also needed to overcome diplomatic hurdles on a couple of occasions. For instance, in the past he maintained contact with colleagues in the German Democratic Republic and even arranged for them to visit Japan. Professor

Nakamura's research deals with traffic planning, and he has been the president of the Institute for Transport Policy Studies in Tokyo, which was founded especially for him, since becoming an emeritus professor in 1996. His pioneering work on digital landscape models has also been adopted in German traffic planning.

Numerous working visits to Japanese research institutions preceded the intense scientific cooperation between Germany and Japan that Professor Ploog promoted as the director of the Paul Drude Institute for Solid State Electronics in Berlin. In addition to organising regular exchanges between German and Japanese researchers, particularly working in the field of semiconductors, Professor Ploog has also been dedicated to promoting scientific cooperation between the two countries in a variety of other roles. For example, he was honorary head of the scientific working group at the Japanese-German Center (JDZB) in Berlin and an organiser of several German-Japanese projects. Professor Ploog continued to maintain his links with Japan even after becoming an emeritus professor at the end

of 2006. He is currently a visiting professor at the Tokyo Institute of Technology.

The Eugen and Ilse Seibold Prize is named after the marine geologist and former President of the DFG, Professor Eugen Seibold, and his wife, Dr. Ilse Seibold. The couple donated 150,000 euro for the establishment of a fund to finance the prize. The fund is part of the world's largest award for environmental research, the Japanese Asahi Glass Foundation's "Blue Planet Prize". This prize, worth 400,000 euro, was awarded jointly to Eugen Seibold and American environmentalist Lester Brown in 1994. The Eugen and Ilse Seibold Prize is awarded every two years to one German and one Japanese scientist whose outstanding academic achievements have contributed to better understanding between the two countries.

The prize will be awarded on 2 May 2007 at the German Museum in Bonn.

More information on:

[http://www.dfg.de/en/news/press\\_releases/2007/press\\_release\\_2007\\_04.html](http://www.dfg.de/en/news/press_releases/2007/press_release_2007_04.html)

Ref. Press Release No. 4 - 25 January 2007

**Lecture**

**24th Princess Chichibu Memorial Lecture  
28 March 2007**

The Princess Chichibu Memorial Lecture entitled "Fulfilling their Heaven-Appointed Missions: Emperor Meiji and Queen Victoria" will be given by Professor Robert Morton, an associate professor of English at Chuo University. The Memorial Lecture has been held every year by bequest of The Princess Chichibu. To book, please register your name and phone number with the Japan-British Society Secretariat by fax, mail or e-mail. The lecture will be given in English.

Prof. Robert Morton obtained his bachelor's honours degree in history at the University of Sussex in 1986 and master's degree in linguistics for English language teaching at the University of York in 1995. He taught English and European history at Keio University and has been teaching English and historical diplomacy at Chuo University. He is also a Vice-President of The Asiatic Society of Japan. He is the author of many academic publications, including: "A Faithful True Friend: Queen Victoria and her Munshi" and "Foreign views of Japan in the Meiji Era".

More information:

<http://www.japanbritishsociety.or.jp>

E-mail: [event@japanbritishsociety.or.jp](mailto:event@japanbritishsociety.or.jp)

**New DE publication  
"JAPANMARKT"**

Information on the latest trends in the Japanese market for German managers doing business with Japan



More information:

<http://www.dihkj.or.jp/de/japanmarkt.html>

**Japanese Students Learn about Europe at Sciences Po Paris**

Sciences Po (The Institute for Political Studies) has been running a 1-month intensive teaching programme for Japanese students (undergraduate and graduate) on European issues from February 19 to March 16. The aim of the "European Studies Programme" is to give international students a comprehensive view of the current debates related to Europe. Common courses offer a broad view on European institutions and policies, while elective courses are divided into three subjects: "Economics of the Euro era", "Europe and its external relations", and "Migration and Identities". Welcoming this year 33 students from the universities of Keio, Sophia, Waseda and Hokkaido, this programme in English, launched in 2003, has become a "spring rendezvous" for Japanese students at Sciences Po.

**2007 IEEJ International Analog VLSI Workshop - 7-9 November 2007**

The Research Committee on Electronic Circuits of the Institute of Electrical Engineers of Japan (IEEJ) is sponsoring the 2007 International Analog VLSI Workshop to be held in Limerick, Ireland on 7-9 November 2007. The picturesque and historic city of Limerick forms the heart of Ireland's high technology corridor.

The purpose of the Workshop is to exchange information, ideas and recent research results on analog VLSI circuits and their applications among an international network of analog and mixed signal design specialists. This Workshop provides an informal setting for both industry and academia worldwide to meet and brainstorm.



More information:

<http://www.tyndall.ie/IEEJ2007/>

**New issue of the "Tokio-Passi" guide-book on Japan**

Kanki International Oy is just now in March going to publish a new issue of the successful "Tokio-Passi" guide-book on Japan. This is already the 6th edition, updated and also enlarged, since Nagoya now has its own chapter, and more information has been added to the Osaka and Kyoto chapters. Short introductions on Hiroshima, Shikoku, Kyushu, Hokkaido and the Izu Islands have also been added. New Japanese cultural phenomena such as the "cosplay" culture, the current developments in the izakaya and other popular restaurants scene, as well as the night-life facilities have been investigated and reported from the European visitor's point of view.



The previous 2005 version has been more popular than ever and has already sold out. According to the publisher's frequent (weekly) readers' mail, customers consist of regular tourists, budget travellers and businessmen utilising mostly Finnair's much increased flight programme to Japan, and also the Japan-enthusiast "sofa-travellers".

The book will be available from 15 March; orders can be made also by e-mail to [japanservices@kanki.fi](mailto:japanservices@kanki.fi).

More information: Tapani Jussila, Kanki International Oy, <http://www.kanki.fi>

**2009 Austrian Year in Japan**

In the margins of the 2006 EU-Japan Summit in Tokyo the Austrian Federal Chancellor, Dr. Wolfgang Schüssel, and Prime Minister Junichiro Koizumi declared the year 2009 to be the Austrian Year in Japan and vice-versa the Japan Year in Austria. This will once again give Austria an excellent opportunity to present its culture and economy to the Japanese community.

More information, please contact:

Dr. Ernst Laschan

Commercial Counsellor

E-mail: [tokio@austriantrade.org](mailto:tokio@austriantrade.org)

Homepage: <http://www.austriantrade.org/jp>

**Launch of a skin care line**

San Lehber Ltd. launched a new premium skin care line called Masayume at the Miljonair Fair in Amsterdam, 7-11 December 2006.



More information, please contact:

Mr. Frans Bergmans, CEO, San Lehber Ltd.

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**The 15th European Biomass Conference & Exhibition**

The 15th European Biomass Conference & Exhibition, organised by ETA & WIP, will take place from 7-11 May 2007 in the International Congress Center (ICC) in Berlin. This event is the biggest international Biomass event in 2007 and will be chaired by Dr. Kyriakos Maniatis, European Commission DG TREN, sector Biofuels and Industry, and Chairman of the International Energy Agency targeting the Bioenergy Implementing Agreement.



The high-level Exhibition is combined with the largest international Biomass Conference worldwide. This world-class event will be the platform to bring together the decision-makers and key persons from industry, suppliers, applicants, government organisations and financing institutions.

## Scientific Forum in Japan

The 10th "Journée Scientifique Francophone" was organised in December 2006 in Tokyo and gathered more than 100 scientists to discuss about research activity in Japan and to strengthen relationships with private companies and institutions.

The French-speaking Forum was organised by the main associations and institutions involved in Japanese-French scientific exchanges, i.e. the Association of French-speaking Researchers in Japan Sciencescope, the Embassy of France in Japan, the French National Centre for Scientific Research (CNRS), the French Foreign Exchange Council (CCE), the French Chamber of Commerce in Japan (CCIFJ), the French Japanese Society of Industrial Technics (SFJTI), the Association of former scientific grant holders of the French Government (ABSCIF), the French-Japanese Society of Industrial Techniques and the French-Japanese Association for Youth Exchanges (AFJEJ).

This year the conference took place on the campus of Tokyo University in Hongo, Tokyo. Among the invited guests, Prof. Kojiyama, Head of Tokyo University, gave a plenary session about "Japan as a forerunner of emerging issues", which was much appreciated.

The French-speaking audience at the JSF 2006



100 French-speaking researchers living in Japan gathered at the seminar, and around 10 French companies were present, among which Total and Michelin presented their policies regarding research and development in Japan.

The traditional reception closed the forum in a friendly atmosphere.

More information:

[http://www.ambafrance-jp.org/science\\_technologie/jsf2006/](http://www.ambafrance-jp.org/science_technologie/jsf2006/)

Date / Location	Event	Contact
7-14 March 2007 London, UK	<b>Convention</b> Hosted Buyers Programme for international convention decision-makers Japan	Japan Convention Bureau, London Office, Mr. Chad Shiver Tel: +44 2074393458 - Fax: +44 2077344290 <a href="http://www.jnto.go.jp/MI/eng/MJ/MJ.html">http://www.jnto.go.jp/MI/eng/MJ/MJ.html</a> E-mail: <a href="mailto:chad@jnto.co.uk">chad@jnto.co.uk</a>
12-13 March 2007 Tokyo, Japan	<b>Spanish Fine Food, Wine &amp; Tourism Fair</b>	Cámara de Comercio Hispano Japonesa, Mrs. Rumi Sato <a href="http://www.camarajaponesa.es">http://www.camarajaponesa.es</a> E-mail: <a href="mailto:rumi@axarnet.com">rumi@axarnet.com</a>
14-15 March 2007 Brussels, BE	<b>Workshop for Japanese Managers in the EU</b> "Discussing cultural issues in the workplace"	EU-Japan Centre for Industrial Cooperation Tel: +32 (0)2 2820042 E-mail: <a href="mailto:seminar@eu-japan.eu">seminar@eu-japan.eu</a> 
16-18 March 2007 Strasbourg, FR	<b>International University Symposium</b> The exchanges between Europe and Japan during the 16th and 17th centuries, when the Christian religion arrived in Japan	European Centre for Japanese Studies in Alsace (CEEJA) Tel: +33 (0)3 89 23 16 53 - Fax: +33 (0)3 89 23 08 78 <a href="http://www.ceja-japon.com/index.php">http://www.ceja-japon.com/index.php</a>
19-20 March 2007 Tokyo, Japan	<b>FR Mission to Japan</b>	MEDEF, Mrs. Laurence Parisot <a href="http://www.medefinternational.fr/index.html">http://www.medefinternational.fr/index.html</a>
23-26 March 2007 Paris, FR	<b>Distribution</b> Invitation à Paris d'investisseurs étrangers à l'occasion du salon de la Franchise	UBIFRANCE - Service Commerce et Distribution, Francine Fontayne Tel: +33 (0)1 40 73 35 62 <a href="http://www.ubifrance.fr/agenda/event.asp?SKU=001PRG-2443">http://www.ubifrance.fr/agenda/event.asp?SKU=001PRG-2443</a> E-mail: <a href="mailto:francine.fontayne@ubifrance.fr">francine.fontayne@ubifrance.fr</a>
27 March 2007 Tokyo, Japan	<b>Conference</b> "La recomposition des emplois en France et au Japon : trajectoires comparées"	Maison Franco-Japonaise <a href="http://www.mfj.gr.jp/programme/manif20070203.html#c0327">http://www.mfj.gr.jp/programme/manif20070203.html#c0327</a>
28-29 March 2007 Paris, FR	<b>Convention</b> Les rencontres internationales des bureaux de presse UBIFRANCE	UBIFRANCE, Bénédicte de Baillenx Tel: +33 (0)1 40 73 32 62 <a href="http://www.ubifrance.fr/agenda/event.asp?SKU=001EVT002882">http://www.ubifrance.fr/agenda/event.asp?SKU=001EVT002882</a> E-mail: <a href="mailto:benedicte.debaillenx@ubifrance.fr">benedicte.debaillenx@ubifrance.fr</a>
2-18 April 2007 Osaka Tokyo, Japan	<b>Fair</b> Accessoires de mode : présentation au Japon des collections françaises automne/hiver	UBIFRANCE - Service Mode Beauté Parure, Marie-Christine Thumerel Tel: +33 (0)1 40 73 38 80 <a href="http://www.ubifrance.fr/agenda/event.asp?SKU=001PRG-2010">http://www.ubifrance.fr/agenda/event.asp?SKU=001PRG-2010</a> E-mail: <a href="mailto:marie-christine.thumerel@ubifrance.fr">marie-christine.thumerel@ubifrance.fr</a>
18-20 April 2007 Berlin, DE	<b>Symposium</b> SCHWERPUNKT STRUKTURREFORM UND INNOVATION <b>Convergent Media and Networks</b> - New Business Chances and Economic Opportunities	Japanese-German Center Berlin Tel: +49 (0)30 839 07 0 - Fax: +49 (0)30 839 07 220 <a href="http://www.jdzb.de/index.php?option=com_events&amp;task=eventDetails&amp;cat_id=1&amp;Itemid=29&amp;cid[]=14">http://www.jdzb.de/index.php?option=com_events&amp;task=eventDetails&amp;cat_id=1&amp;Itemid=29&amp;cid[]=14</a> E-mail: <a href="mailto:jdzb@jdzb.de">jdzb@jdzb.de</a>

Date / Location	Event	Contact
23 April 2007 Paris, FR	<b>Seminar</b> Asie 2007 Regards croisés Europe-Asie : développer les relations économiques	UBIFRANCE - Séminaires, Monique Courregelongue Tel: +33 (0)1 40 73 37 25 <a href="http://www.ubifrance.fr/agenda/event.asp?SKU=001PRG-3146">http://www.ubifrance.fr/agenda/event.asp?SKU=001PRG-3146</a> E-mail: <a href="mailto:monique.courregelongue@ubifrance.fr">monique.courregelongue@ubifrance.fr</a>
25 April 2007 Brussels, BE	<b>Business Seminar on TPM</b> <b>(Total Productive Maintenance)</b>	Belgium-Japan Association - Brussels <a href="http://www.bja.be/events_detail.php?page=events_bja&amp;committee_id=12&amp;events_id=192">http://www.bja.be/events_detail.php?page=events_bja&amp;committee_id=12&amp;events_id=192</a>
26-27 April 2007 Bucharest, RO	<b>International Symposium</b> <b>on Seismic Risk Reduction</b>	The JICA Technical Cooperation Project <a href="http://www.cnrrs.utcb.ro/issrr2007/issrr2007.html">http://www.cnrrs.utcb.ro/issrr2007/issrr2007.html</a> E-mail: <a href="mailto:issrr2007@utcb.ro">issrr2007@utcb.ro</a>
7-9 May 2007 Tokyo, Japan	<b>Convention</b> Financements japonais sur pays tiers : rencontres et partenariats	UBIFRANCE - Service Financements Internationaux et Marchés Publics (Paris), Hervé Jevardat Tel: +33 (0)1 40 73 38 63 <a href="http://www.ubifrance.fr/agenda/event.asp?SKU=001PRG-2809">http://www.ubifrance.fr/agenda/event.asp?SKU=001PRG-2809</a> E-mail: <a href="mailto:herve.jevardat@ubifrance.fr">herve.jevardat@ubifrance.fr</a>
7-9 May 2007 Tokyo, Japan	<b>Fair</b> Pavillon français à l'occasion de BEAUTY WORLD JAPAN'2007 Salon de la parfumerie et des cosmétiques	UBIFRANCE - Service Mode Beauté Parure, Maria David Tel: +33 (0)1 40 73 31 11 <a href="http://www.ubifrance.fr/agenda/event.asp?SKU=001PRG-1958">http://www.ubifrance.fr/agenda/event.asp?SKU=001PRG-1958</a> E-mail: <a href="mailto:maria.david@ubifrance.fr">maria.david@ubifrance.fr</a>
11-12 May 2007 Bamberg, DE	<b>Japan-Germany Symposium</b> "A Universal Challenge: Climate Change"	JSPS Bonn Office and Deutsche Gesellschaft der JSPS- Stipendiaten e.V. <a href="http://www.jsps-bonn.de">http://www.jsps-bonn.de</a> - <a href="http://www.jsps-club.de">http://www.jsps-club.de</a> E-mail: <a href="mailto:jsps-ganter@t-online.de">jsps-ganter@t-online.de</a>
26 May-2 June 2007 Strasbourg, FR	<b>Exhibition</b> Japan and Alsace - A Long History	European Centre for Japanese Studies in Alsace (CEEJA) Tel: +33 (0)3 89 23 16 53 - Fax: +33 (0)3 89 23 08 78 <a href="http://www.ceja-japon.com/index.php">http://www.ceja-japon.com/index.php</a>
7-8 June 2007 Dijon, FR	<b>Conference</b> Taste-Nutrition-Health European Partnership Meetings	Vitagora Tel: +33 3 80 68 02 93 - Fax: +33 3 80 68 02 99 <a href="http://www.taste-nutrition-health.com">http://www.taste-nutrition-health.com</a> E-mail: <a href="mailto:vitagora@wanadoo.fr">vitagora@wanadoo.fr</a>
11-15 June 2007 Marseille, FR	<b>RFID-related initiative</b> Invitation in France of a delegation of buyers involved in the field of RFID (Radio Frequency Identification)	UBIFRANCE - Pôle Grand Sud, Marjorie Maunier Tel: +33 (0)4 96 17 25 52 <a href="http://www.ubifrance.fr/agenda/event.asp?SKU=001PRG-2302">http://www.ubifrance.fr/agenda/event.asp?SKU=001PRG-2302</a> E-mail: <a href="mailto:marjorie.maunier@ubifrance.fr">marjorie.maunier@ubifrance.fr</a>
17-22 June 2007 Tokyo, Japan	<b>European Commission-funded Programme</b> Training Mission in Japan <WCM-World Class Manufacturing> <b>Application deadline: 28 March 2007</b>	EU-Japan Centre for Industrial Cooperation Tel: +32 (0)2 2820042 <a href="http://www.eu-japan.eu/europe/wcm.html">http://www.eu-japan.eu/europe/wcm.html</a> E-mail: <a href="mailto:office@eu-japan.eu">office@eu-japan.eu</a> 
19 June 2007 Paris, FR	<b>Séminaire Japon et Corée du Sud</b>	UBIFRANCE, Isabelle Duval Tel: +33 (0)1 40 73 33 31 <a href="http://www.ubifrance.fr/agenda/event.asp?SKU=001PRG-3145">http://www.ubifrance.fr/agenda/event.asp?SKU=001PRG-3145</a> E-mail: <a href="mailto:isabelle.duval@ubifrance.fr">isabelle.duval@ubifrance.fr</a>
2-3 Oct. 2007 Tokyo, Japan	<b>16th Meeting of the German-Japanese Forum</b> SPECIAL PROJECT	Japanese-German Center Berlin Tel: +49 (0)30 839 07 0 - Fax: +49 (0)30 839 07 220 <a href="http://www.jdzb.de/index.php?option=com_events&amp;task=eventDetails&amp;cat_id=1&amp;Itemid=29&amp;cid[]=14">http://www.jdzb.de/index.php?option=com_events&amp;task=eventDetails&amp;cat_id=1&amp;Itemid=29&amp;cid[]=14</a> E-mail: <a href="mailto:jdzb@jdzb.de">jdzb@jdzb.de</a>

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

