

EU-JAPAN *Brief*

A publication of the EU-Japan Centre for Industrial Cooperation

2 Nov 2003 Vol.1

UPCOMING ACTIVITIES

Managerial training courses

WCM 2003

Course dates: 10-14 Nov 2003

HRTP 35

Course dates: 2-27 Feb 2004

DBP 2004

Course dates: 1-8 Mar 2004

Application deadline: 31 Jan 2004

Student Traineeship in Japan

Vulcanus in Japan

Period: Sep 2004 - Aug 2005

Application deadline for EU students:
20 Jan 2004

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.

COURSE ANNOUNCEMENT

The EU-Japan Centre is currently inviting applications for its **DISTRIBUTION AND BUSINESS PRACTICES IN JAPAN (DBP)** course. DBP will focus on the food sector and other consumer goods. Target: EU managers in companies which already export to Japan or are considering doing so and which would like to get the maximum benefit from Japanese distribution networks. For more details:

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

DBP 2004 dates in Japan: **1 - 8 Mar 04**

Application deadline: **31 Jan 04**



DBP 2003 FORMER PARTICIPANT HAS SAID ...

“The course offered a deep understanding of historical roots, and of the current developments and fears of the big players concerning the change from traditional to modern methods in the retail business. An insight into trends to speciality shops provided a good tool to evaluate opportunities for foreign involvement. This includes the recognition that owing to the incredibly high number of small shops - 1.5 million - which dominate the market without being organized

or represented through any association, a full market penetration is practically impossible. The course conveyed a practical understanding of the relationship between the manufacturer, wholesaler and retail shop, as well as the role played by the transfer centres.”



Dr. Ernst Laschan,
Commercial Counsellor,
Austrian Embassy, Tokyo

ALUMNI NETWORK

☑ Network local representatives for the following countries have been found:

For Belgium/Lux. **Michel METZGER**

michel.metzger@cec.eu.int

For Denmark **Michael VAAG**

mv@valcon.dk

For Portugal **José VAZ**

eu-japanpt@mail.telepac.pt

For the Netherlands **Trienke WESELDIJK**

kaizenconsultancy@hotmail.com

Still missing are the local representatives for Austria and Japan. Anyone interested?

☑ HRTP 34-Alumni will meet on 12 December in Brussels. For information, contact Achim Reinhardt (achim@ark-executives.com), our local rep. in Germany. Other EU-Japan Alumni are welcome to join the meeting. Content: follow-up on political and economic developments in Japan, success stories, networking.

☑ EU-Japan Alumni in Germany - of which there are over 100 - will meet for the first time in January/February 2004 in Berlin. If you are interested to join the event, please contact Achim Reinhardt (achim@ark-executives.com).

LOST ALUMNI

We no longer have contact information for the following EU-Japan Alumni: Rym **ABIDI**, Theodore Antoniou **ACHTARIDES**, George **ANDREADAKIS**, Jonathan J. **ANTHONY**, Massimo **AQUINO**, Ali Reza **ARBANIA**, Peter-Michael **ASAM**, Roberto **ATI**, Silvana **BALLOTTA**, Enrique **BARBA**.

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).



WORLD CLASS MANUFACTURING

Pre-departure Briefing - Campbell - 8 October 2003



The participants clearly saw the commitment of senior and middle management to the achievement of their goals, as a team, working with the operators. The Campbell's team is clearly committed to re-energising its TPM activities. The management team is focusing efforts to achieve real business-oriented targets rather than awards.

It was clear to me that the Campbell's team was using TPM to build the capability, confidence and problem-solving abilities of its team in an effort to secure the future profitability of the business in the face of increasing market pressures. The ownership of the TPM process has changed from that of a corporate edict under former ownership to that of a heartfelt local management team effort. The potential for further development is clear given such enthusiasm.

Dr. Richard Keegan - Senior Consultant - ENTERPRISE IRELAND

OVERHEARD in the corridors...

- Our group visited Campbell's at Worksop in order to get a first taste of what more we'll get in Japan, to prepare our mind-set for receiving the messages in Japan, to build up a joint team, and to get a bit more organised facing Japanese lecturers and companies with tight schedules.

Mr. Lauri Björklund - Senior Vice-President, Production & Purchasing - KONE

- The visit gave me an insight into a variety of conditions and quality improvement tools used in a different manufacturing industry.

All staff were knowledgeable and extremely keen, and they spoke with a positive energy concerning the quality tools they were using, i.e. TPM/OEE.

Mr. Gary Phoenix - Production Executive - JOSIAH WEDGWOOD & SONS Ltd.

- It was really a good experience for me and very beneficial for my "Lean" knowledge. It was especially interesting, because it proved to me that the Lean concepts are not strictly related to a specific business but are suitable for all businesses.

At the same time it was a very good opportunity to hear from the management of Campbell's how they introduced "Lean tools" and which were the difficulties they faced. Another aspect that was very interesting for me was to see how Campbell's was able to combine Lean tools and safety and hygiene matters in order to achieve optimal performances.

Mr. Maurizio Marchesini - Operations Manager - CLIMAVENETA SpA

- The visit and the presentations provided an excellent opportunity to start getting to know the other team members and already exchanging ideas and experiences about our common interest in WCM. Altogether very promising, and I am now looking forward to the Japan visits and discussions.

Mr. Geert Ostyn - Business Unit Manager/Airjet PICANOL



From left to right: Eammon Duggan, Céline Godart, Shiro Akiyama, Valentino Giacobbi, Richard Keegan, Jan Caris, Maurizio Marchesini, Dirk Verly, Simon Dayan, Gary Phoenix, Ian Davies, Simon Craig Gray, Geert Ostyn, Robin Sloan, Ari Kiviniity, Martin Thomson, Knut Kille, Mariko Adachi, Mika Kobayashi, Thomas Loibl, Christian Kessy, Richard Whall.

On 8 October 2003, we held the EU-Japan pre-departure briefing for the senior management mission here at Campbell's Worksop factory. As an attendee of the 2002 mission I know how beneficial it was to get together with the group before going out to Japan. The visit consisted of presentations about Campbell's and our TPM programme before covering some of our improvements in detail and then moving on to the shop floor to see them at the "Gemba"! Hosting the visit was a good opportunity to get fresh eyes looking at our activities, and feedback from such a varied group will help us move forward, I am sure. Our presenters were from a range of TPM support teams and shop floor operators; the visit gave them a good opportunity to show some of the excellent improvements being carried out in our Oxo manufacturing centre.



Our improvement tool "Processing Point Analysis" has delivered zero defects when applied to our worst customer complaints, and the group was very interested in this presentation.

This tool was trained by our consultant Professor Yamashina - the group will meet him in Japan as part of the study mission. Overall it was an enjoyable day, it was a good opportunity for the factory and hopefully will have been a good start to the senior management study mission.

Mr. Ian Davies - UK TPM Coordinator & Worksop TPM Manager - CAMPBELL GROCERY PRODUCTS Ltd.

First steps in Japan.....

Finnish Jewelry Exhibition was held from 30 June to 4 July in **JETRO Business Support Centre** (Tokyo). Each company introduced its own unique "Scandinavian Design". Four companies (Finnfeelings, Kalevala Koru, Tammen Karu, Spectrolight) participated in this exhibition. Each one has already succeeded in the European market. This exhibition in Japan would be the key for them to enter into the Asian market.

Finnfeelings Oy has been producing hand-made design jewelry of high quality for more than 30 years. With its good experience, the company has been able to develop various kinds of design which attract the attention of the Japanese market. Nowadays, Japanese people are getting more and more interested in Scandinavian design in Japan. These four Finnish jewelers, which use

Scandinavian mythology and Scandinavian nature motifs for their designs, offer very unique new designs for the Japanese market.
Mr. Stig Björklöf - Managing Director of Finnfeelings Oy - Finnish Alumnus - H RTP 33



Discussion with:



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:

“What kind of services do you offer to European companies interested in the Japanese market, and what are their advantages?”

DBJ:

“As you might know, Development Bank of Japan is a Japanese governmental financial institution concentrating on the promotion of **Foreign Direct Investment** in Japan. In order to do so, DBJ awards long-term, fixed and low-interest good-quality funds supporting projects with high policy content. Since 1984, the Bank has provided special loans for various foreign companies' investments in Japan.

Moreover, the Bank extends its information services not only to providing market information and business contacts in Japan but also to fee-based M&A advisory services.

European companies can benefit from DBJ's advisory services through its strong business linkage with 4,000 companies and regional banks in Japan. The DBJ London Office will provide initial consultation for European companies who have some 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”.

In the next, DBJ will explain:

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

Japan news from Portugal

As far as we know, Portuguese sailors were the first Europeans to get in touch with Japan, 460 years ago, when a Portuguese ship arrived in Tanegashima in 1543. Therefore a programme commemorating this event started on 20 September, with exhibitions on Toys, Ikebana, Tea Ceremony and Theatre.

After the presence of the Omiyamae-Bayashi group with traditional dancing and music, two shows of the Wadaiko Japanese Drums took place in Lisbon at the Municipal Theatre of S.Luis, with the sponsorship of “The Japan Foundation” and the Embassy of Japan. On 25 October there was a Martial Arts Festival, at the “Complexo Municipal de Desportos” in the city of Almada. And finally on 28 October, a conference about “Culture and Innovation in Japan” was held in Lisbon, at the Centro Cultural de Belém.

News relayed by Mr. José Vaz
Purchasing Director - El Corte Inglés
Portuguese Alumnus - H RTP 19

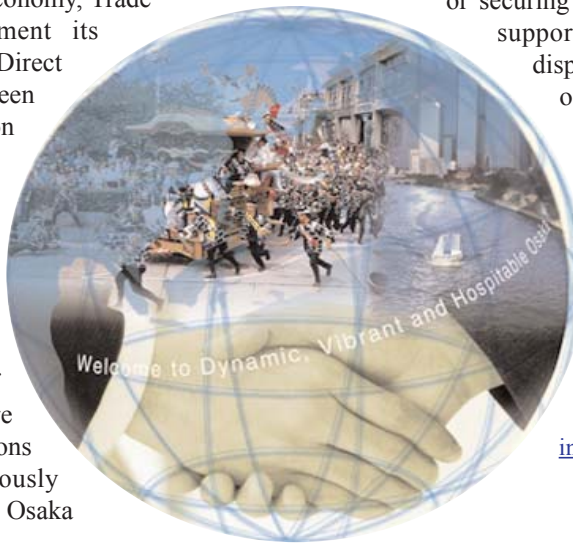


FDI

From Osaka Chamber of Commerce & Industry

This year, the Japanese Ministry of Economy, Trade and Industry (METI) will implement its "Project for the Promotion of Foreign Direct Investment in Japan". Osaka has been officially designated as a prime region for developing and attracting bio industry-related companies to Japan.

Through this project, Osaka is to attract non-Japanese corporations and institutions active in the field of bio industry to the Osaka area, by optimally promoting the features of our region. Consequently, we are inviting corporations and institutions from overseas that are seriously interested in establishing a foothold in Osaka



or securing alliances with enterprises in Osaka by supporting visits to facilities here that display the potential of Osaka, with the aim of ideally finding potential business partners among the bio industry companies of Osaka and of encouraging overseas investment in Osaka.

For details, please contact Mr. Shinji ISHIKAWA, Osaka Business & Investment Center (O-BIC), c/o Osaka CCI, International Division
 e-mail: o-bicnavi@osaka.cci.or.jp
 website: <http://www.saito-kokubun.co.jp/investment/eng/outline/industrialization.html>

CONSULTING SERVICES BY JETRO

JETRO Invest Japan Business Support Center (IBSC) and Business Support Centers (BSC) offer free office space with consulting services and more! To support foreign investment and market-entry activities in Japan, JETRO operates the IBSC in Tokyo and BSCs in Yokohama, Nagoya, Osaka, Kobe, and Fukuoka. In addition to providing free office space, the Centers are staffed with advisors who provide complementary consulting services: <http://www.jetro.go.jp/ip/e/bsc/index.html>

JAPAN TEXTILES IMPORTERS ASSOCIATION'S VISIT TO GREECE

On 23 Oct 03 a Japanese mission of JTIA (Japan Textiles Importers Association) visited *Cottonfields* (Greek alumnus' company) in Thessaloniki, Greece. The JTIA is a non-profit body, which brings together some 110 of Japan's major importers of textile products (yarn, fabrics, apparel and made-up goods). One of its committee's projects for this year has been to dispatch missions abroad to investigate overseas markets and production regions. The importers seek to secure a stable flow of goods for the Japanese market and discover new sources of supply. To this end they strive to have an accurate grasp of conditions in source countries around the world. Imports from Greece are limited, but through factory visits importers can find out the future possibilities for direct and indirect trading with Japan. "Included among our aims is always the approach to the Japanese market", underlined Mr. Hortis, the owner of *Cottonfields*, "which goes back to 1997, when one of our managers, Mr. Tziakos, visited Japan through an H RTP programme of the EU-Japan Centre for Industrial Cooperation".

Mr. Tassos Tziakos - Marketing Manager of Cottonfields - Greek Alumnus - H RTP 20

PUBLICATIONS

The 9th issue of the BTM Consult World Market Update on Wind Power will be released on 1 April 2004. It identifies Japan as fastest-growing Wind Power market in Asia during the last three years. Along with recording historical growth, a five year forecast is presented. The coming publication will use statistics until the end of 2003 and will make forecasts for 2004-2008.

Publisher: Birger T. Madsen, BTM Consult ApS
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 6950 Ringkoebing, Denmark
 Website: <http://www.btm.dk>



The PV Status Report 2003 - Research, Solar Cell Production and Market Implementation in Japan, USA and the European Union status - is now available. The report explains how Japan has become the world market leader, both in supply and demand for solar cells.



Luxembourg Office for Official Publications of the European Communities
 The report can either be ordered at STReference@jrc.it or downloaded at <http://streference.jrc.cec.eu.int/> (then go to: Info for Public / Solar Energy)



The 2nd edition of the book "Export to Japan: 20 Belgian Success Stories" will be the subject of a press conference on 26/11/2003 organised by the Belgium Japan Association.

For more information: <http://www.bja.be>



JOB OFFERS

Engineer, with good knowledge of Japanese and English, and Spanish a must. Experience as a designer engineer in industrial companies, ideally in the automotive sector. Able to live and work in Barcelona (Spain) for 6 months to 1 year and afterwards go to our office in Japan. Must have good communication skills, as he/she will have to talk to our Japanese customers and be the contact person between Ficosa and them. He/she must have goal orientation to achieve the costs, quality and timing that are established for the project.

Interested candidates should contact by mail: Eva Gonzalez, Corporate Staffing. E-mail address: evagonzalez@ficosa.com

FICOSA INTERNATIONAL

Tel: +34 93 561 00 62 - www.ficosa.com

Posted in Japan, developing the business of a leading cable transport system manufacturer (chair-lifts, gondolas, ropeways), already having 25-30% share of the Japanese market through a licensee. Requirements: Mechanical engineer, native French speaker - Technical as well as negotiation skills.

For further information please contact the ETP ASSOCIATION: etpaj@gol.com

THIS COLUMN IS YOURS

Engineer with Master's Degree in Applied Mathematics (Catholic University of Leuven and Ecole Centrale Paris), specialised in Neural Networks, Statistics, Data Mining, Operational Research and Mathematical Modelling, looking for an international position to tackle challenging projects in research or management. Fluent in French, Dutch, English and good knowledge of Spanish and Japanese.



Mr. Pierre Cardon - Vulcanus 2002-2003
pierre.cardon@centraliens.net

The correct answers are:

Read on: [asahi.com](http://www.asahi.com)

Nouveau ways to sell Beaujolais
The Asahi Shimbun

With the uncorking of this year's batch of Beaujolais Nouveau just around the corner, liquor companies are coming up with ways to distinguish their products from those of their rivals. The increased competition has forced sellers to get creative with their marketing tactics, with some opting for fancy labels and half-size bottles, and others fixing their prices at last year's levels. (IHT/Asahi: October 24,2003) (10/24)

More information: <http://www.asahi.com/english/business/TKY200310240125.html>



VULCANUS IN EUROPE

LMS International, with headquarters in Leuven, Belgium delivers Test Systems, CAE Software Products and Engineering Services to the automotive and aero industries. Our customers' product attributes such as noise and vibration, ride and handling motions, acoustics and fatigue are turned from problems to a competitive advantage.

For the local Japanese subsidiary of LMS, it is key to their success to identify the right people for serving the Japanese automotive and aero industries. The Vulcanus programme greatly contributes to this goal. Customer service-related functions require not only a "customer first" mind-set and good knowledge of the company's products, but also an excellent communication network with the HQ organisation in order to cooperate jointly towards the best and most balanced solutions.



Daisuke Nagahata was a Vulcanus trainee in 2002-2003 and joined LMS Japan immediately after finishing his studies. He is now working in the customer services department of LMS Japan. He has been to Belgium several times and has a good working relationship with the headquarters' staff.



Daisuke is familiar with both the Belgian operation and the way things are organised at HQ, as well as with the Japanese mind-set. This makes him a perfect interface to serve better our Japanese customers and for our customers to translate their needs better to LMS. The Vulcanus Programme made this happen.

Mr. Luc Van Laere - Manager Noise & Vibration Applications

Automotive Process Group - LMS INTERNATIONAL - <http://www.lmsintl.com>

QUIZ

What's the English Meaning of these Kanji?

 <ul style="list-style-type: none"> ◆ cross ◆ warehouse ◆ judge ◆ day 	 <ul style="list-style-type: none"> ◆ school ◆ person ◆ person ◆ farming 	 <ul style="list-style-type: none"> ◆ examine ◆ yen ◆ full ◆ previous 	 <ul style="list-style-type: none"> ◆ history ◆ again ◆ explode ◆ previous
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day

person

yen

history

Date / Location	Business Event	Contact
11 November 2003 Bremen, Germany	LOGISTICS AND SCM in Japan and Europe Speeches on logistic differences in Europe and Japan, on financial, legal and tax issues, customer requirements, etc.	Contact: info@djw.de or online application: http://www.djw.de 
17 - 21 November 2003 Tokyo - Osaka, Japan	FFB Trade Development Visit to Japan Market briefings, accompanied visits to key retail outlets and distributors, a networking dinner and time for business meetings. This is a unique opportunity to combine visits to both economic centres of Japan.	Further info: Kelly Wood Food From Britain kwood@foodfrombritain.co.uk or by fax: + 44 (0)20 7233 9515 
21 - 23 November 2003 London, UK	LONDON CAREER FORUM 2003 The largest job fair for Japanese-English bilinguals in Europe. Prestigious participating companies from the Telecoms / IT, financial, consulting and manufacturing sectors coming from Japan and across Europe.	Further info: Antonio Varela hr@discounter.co.uk http://www.careerforum.net
24 November 2003 Duesseldorf, Germany	INVESTMENT SEMINAR Japan (EXPO 2005) New chances for foreign companies in Japan, Investment support for foreign companies in Aichi, Case studies of successful companies.	Contact: info@djw.de or online application: http://www.djw.de 
1 December 2003 Brussels, Belgium	THE "JAPAN PARADOX" The untold story of growing trade and investment opportunities in Japan: a conference organised in the framework of the Executive Training Programme.	Organised by the Directorate General for External Relations Charlemagne Building 170 rue de la Loi - 1000 Brussels http://www.iceo.be/paradox
5 December 2003 Munich, Germany	SYMPOSIUM New chances in Japan due to structural reforms and deregulation.	Contact: info@djw.de or online application: http://www.djw.de 
Until 27 December 2003 Issy-les-Moulineaux, France 	ALLO...MOSHI MOSHI... Exchanged looks at graphic designs and creations between Paris and Tokyo.	Contact: LE CUBE contact@art300.com http://lesiteducube.com
From January till June 2004 Brussels, Belgium 	EXECUTIVE MASTER CLASS IN EURO-MARKETING dedicated to Business & Marketing Executives desirous to face the challenges and exploit the opportunities emerging from the larger European Market.	Organised by Solvay Business School Contact: Grégory Depasse euromarketing.masterclass@ulb.ac.be http://www.solvay.edu/euromarketing/masterclass
1 - 5 March 2004 Japan 	SYITC TRADE MISSION Organised by the South Yorkshire International Trade Centre, it offers British companies an excellent opportunity to visit this rewarding market, whether undertaking market research, seeking to develop new business or maintaining relationships with existing contacts.	For more information: Gill Watts gwatts@syitc.com / lmillward@syitc.com http://www.syitc.com/
22 - 26 March 2004 Osaka, Japan 	EU GATEWAY TO JAPAN Environmental Technologies Trade Mission	http://www.gatewaytojapan.org/ Application deadline: 3 December 2003
12 - 16 April 2004 Tokyo, Japan 	EU GATEWAY TO JAPAN Information Technology Trade Mission	http://www.gatewaytojapan.org/ Application deadline: 5 January 2004
17 - 21 May 2004 Tokyo, Japan 	EU GATEWAY TO JAPAN Outdoor Lifestyle Trade Mission	http://www.gatewaytojapan.org/ Application deadline: 19 January 2004