



NEWS FROM THE CENTRE



*Distribution & Business Practices in Japan 1-week mission
Group company visits and lectures*

Call for applications

The EU-Japan Centre is currently inviting applications for the < Distribution & Business Practices in Japan > 1-week training mission in Japan.

Targeted at companies from the EU Member States committed to either expanding their business into Japan / Asia, or considering entering the Japanese market, the course will help participants:

- to understand how existing distribution chains (from manufacturers to retailers) successfully adjust their strategy to develop segmentation and product differentiation in the Japanese market;
- to learn about the Japanese way of achieving customer satisfaction, and to acquire practical tools useful for building a successful marketing strategy for the Japanese / Asian markets.

The course provides strategic analysis, forecasting and best practices, as well as offering key facts, data and the latest industry/sector developments. A summing-up session led by marketing experts will help EU managers to facilitate analysing market/sectors and building the best practices/marketing excellence.

The mission is open to all sectors (Food and Non-Food) from all-size companies and consists of seminars, case studies, field trips and visits to wholesalers, distribution centres and retailers such as convenience stores, general merchandise stores and supermarkets.



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



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

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

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

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« WCM » 20th mission in Japan

The 20th «World Class Manufacturing in Japan» mission was organised by the EU-Japan Centre in Tokyo from 19-23 October 2009.

20 participants, working in various sectors, such as Automotive, Chemicals, Steel, Packaging, etc., from 13 EU Member States took part in the course.

The course's objective was to offer an insight into WCM methods in a very practical way. The participants visited 4 world-class companies (Ricoh, Toyota, Daikin and Omron) and were offered lectures on "Fusion of Total Productive Maintenance and Toyota Production System" and "Kaizen Method, Total Company Improvement Method Implemented by Managements on Factory Shop Floor".

A welcome reception was organised on the first day with high-profile attendees such as the Ambassador of the Republic of Poland, the Science & Technology Counsellor from the Delegation of the European Commission to Japan, Counsellors from the Bulgarian and German Embassies, a Director at METI, etc.

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



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

« WCM » 1st mission in the EU

In October 2009 the EU-Japan Centre organised together with the support of JMA Consultants Inc. and the European Centre for Japanese Studies in Alsace (CEEJA) the first "World Class Manufacturing in Europe" mission.

Held from 4-9 October 2009 in Alsace (France), the mission was an intensive 5-day advanced course on productivity, WCM techniques and continuous improvement methods.

Twenty-three participants, experts in production management in the European manufacturing industry, were selected from twelve EU Member States. The mission programme consisted of 3 days on-the-job training at MHI-MEA

(Mitsubishi Heavy Industries) Equipment Alsace and 2 days of plant visits to 3 Japanese companies in the region (Sharp Manufacturing France SA, THK Manufacturing of Europe SAS and Salm Société Alsacienne de Meubles SAS).

The topics covered during the course included different important aspects of actual WCM tools and techniques – lean manufacturing, productivity, industrial engineering and visual management – and were followed by the observation and practical analysis of the gemba ("production site") and of the various production processes throughout the factory tours/plant visits.



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



«It was most beneficial witnessing first hand TPS, TPM and Kaizen in practice on factory floors in Japan. I was very impressed with the innovation on the lines (particularly at Daikin industries). The enthusiasm at all the plants visited was infectious and inspiring. I look forward to applying what I have learnt in our factories..» James GRIFFIN, Tadley Engineering Ltd, British



"Clearly and without a doubt the methodologies dealt with are especially relevant in today's world. The way the EU-Japan Centre handled it was professional and with great precision to the key issues. This experience is relevant as a guide to senior manufacturing managers." – Antonio BARBETA, Philips Electronics Singapore Pte Ltd, Portuguese



"At my company I think we have been doing many useful things in order to improve the WCM level. After this week, I have been recharged with many new and useful things which will be considered strongly to introduce and apply." Peter SZARKA, Coloplast Hungary, Hungarian

Call for applications - Host companies in Japan

The EU-Japan Centre for Industrial Cooperation is looking for Japanese companies in the industrial sector which are willing to offer an 8-month traineeship for European students with a background of engineering, architecture, IT and other scientific fields.

This traineeship is part of the Centre's 'Vulcanus in Japan' programme, which aims at providing companies in Japan with highly qualified European student trainees and thereby a useful and fresh insight into business and research with Europe.

Former Japanese host companies continue to acknowledge that hosting a European student not only supported their internationalisation of corporate activities, but they also still appreciate

the synergetic effects through this cultural exchange reflected by enhanced team spirit and the extension of their international corporate network. Last but not least, the hosting of a Vulcanus participant created added value in new product ideas, new discoveries and also patent applications.

Highly qualified and motivated European engineers, scientists and architecture students

'Vulcanus in Japan' participants are from among Europe's best university students and chosen from more than 800 applicants who undergo a strict selection procedure and are admitted on the basis of their academic results, motivation and ability to adapt to a different culture.

Host companies are included in the selection process right from the start, to ensure that the students' abilities match their corporate needs. Before the traineeship begins, during a 4-month language course Vulcanus participants acquire adequate Japanese skills for communication on a daily basis.

The 8-months traineeship period will take place from January 2011 until August 2011.

Application deadline for Japanese host companies: 30 November 2009

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<http://www.eu-japan.gr.jp/japanese/page754.cfm>



Call for «Expressions of Interest» Romania - Japan Day!

Early December 2009 - in Bucharest

Venue:

University POLITEHNICA of Bucharest

Information Seminar intended for EU business executives, production managers and engineering students, organised by the EU-Japan Centre for Industrial Cooperation with the support of the University POLITEHNICA of Bucharest.

European Commission-funded programmes will be presented:

Students programmes such as Vulcanus in Europe and in Japan, managerial training programmes in Japan such as World Class Manufacturing, Distribution & Business Practices in Japan and Japan Industry Insight.

Contact: r.herciu@eu-japan.eu



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

Forthcoming EU Seminar: Food Safety Administration in the EU and Japan

18 November 2009 - Tokyo

Venue: The EU-Japan Centre - Japan office

Supported by:

The European Business Council in Japan

The Delegation of the European Commission to Japan

After various food scandals which made newspaper headlines over recent years, the new Japanese government is willing today, as outlined in the DPJ Manifesto, to revise the existing administrative structure for food safety. In the EU, the past 20 years have seen steady progress in this area.

The creation of the Single Market in 1993 required national rules to be harmonised in order to ensure consistent high standards in the production, transport and sale of food across Europe. At the same time, the BSE problem ("mad cow disease") raised public concern about food safety and consumer protection.

In 2002 the EU General Food Law Regulation entered into force laying down the general principles and requirements of food law, with the "Farm-to-Fork" approach, and establishing the European

Food Safety Authority (EFSA), which supervises the entire food chain and provides a solid scientific basis for European food safety policies and legislation. Labelling and Traceability systems are now compulsory for all operators.

New developments in the sector (GMOs, etc.) require a constant legal adaptation, and a major revision of legislation for food and feed safety was made in 2006. Today in the EU market, all enterprises involved in the food and feed sector, from producers, manufacturers, retailers to caterers, are compelled to be responsible for meeting the EU safety requirements for food and feed.

In this seminar, European speakers from both public and private sectors will introduce the Food Safety System in the EU. The seminar will also be attended by a speaker from the Japanese Ministry of Health, Labour & Welfare to present the current recent developments in the food safety administration in Japan.

Registration: seminar@eu-japan.gr.jp



<http://www.eu-japan.gr.jp/english/business/seminars/next/index.cfm>



CO₂ Reduction in Road Transport

On 30 September 2009 in Brussels, the EU-Japan Centre for Industrial Cooperation and the Japan Automobile Manufacturers Association (JAMA) co-organised a seminar entitled "CO₂ Reduction in Road Transport - Towards a Low-Carbon Society for the Global Automotive Industry". The seminar was very timely, taking into consideration not only the UN Convention on Climate Change this coming December, but also the upcoming discussions at the new European Parliament and European Commission on setting the mid to long-term policy towards an innovative, low-carbon society. This seminar was also a follow-up of the seminar 'Economic and Environmental Challenges for the Automotive Industry in the EU and Japan' which was organised by the EU-Japan Centre for Industrial Cooperation in Tokyo on 24 April 2009.



<http://www.eu-japan.eu/global/events/seminar-30september2009.html?year=2009>

EU-Japan Business Round Table



On the occasion of the visit to Tokyo of Jean-Yves Le Gall, Chairman and CEO of Arianespace and new co-chair of the EU-Japan Business Round Table (BRT), the EU-Japan Centre organised a BRT reception at its premises on 6 October 2009.

Mr. Le Gall (left on the photo) has been extremely active in the past few months, organising brainstorming meetings with the EU side Members of the BRT in order to identify ways to re-organise and develop further its work. He also met the Head of the Delegation of the European Commission to Japan, Hugh Richardson. Mr. Le Gall has now issued to EU-side Members, following those brainstorming meetings, a draft roadmap for the work of the BRT for the next months / years, which has been presented to Toshiba.

The BRT reception was attended by 7 EU Member States Ambassadors

(including the Swedish Presidency), several Minister Counsellors, Director Generals of the Japanese Ministry of Economy, Trade & Industry, Ministry of Foreign Affairs and Ministry of Internal Affairs & Communications, in addition to Mr. Le Gall and NEC's Mr Sasaki and most Japanese BRT Members/Sherpas and EU BRT Members/Sherpas based in Tokyo.

This underlines the expectations in Tokyo for new recommendations to be drafted by business at a time when there is a new Government in Japan, a new reinforced Commission President with, hopefully soon, a new Commission and a new Treaty, and an upcoming redefinition of the EU-Japan relation through the drafting of a new 10-year EU-Japan Action Plan.



http://www.deljpn.ec.europa.eu/modules/media/audio/photo/091006.html?ml_lang=en

Cosmetic Regulation in the EU and Japan

On 8 September 2009 in Tokyo, the EU-Japan Centre for Industrial Cooperation organised a seminar on "Cosmetic Regulation in the EU and Japan" with interventions by the European Commission and the Ministry of Health, Labour & Welfare of Japan (MHLW).

The main objective of the seminar was to inform the Japanese cosmetic industry of the new Regulation on Cosmetics to be adopted this year. Mr. Laurent Sellès (Deputy Head, Cosmetic & Medical Devices Unit, Directorate-General for Enterprise & Industry, European Commission) explained that it will guarantee a high level of safety on the European Cosmetics market, will increase the responsibility of manufacturers as well as market surveillance while improving the administrative operations.

On the Japanese side, Mr. Kiyoshi Washida (Cosmetic Officer, Evaluation & Licensing Division, Pharmaceutical & Food Safety Bureau, Ministry of Health, Labour & Welfare, Japan) presented the developments in the Japanese regulatory framework for cosmetic products during the last decade.

In April 2001 the deregulation of the cosmetics market paved the way to the suppression of the pre-marketing approval system and to various efforts towards harmonisation.

However, if the two regions are facing identical issues (new products with emerging technologies -e.g. nanomaterials- need to be assessed in a similar way for the safety of consumers; dealing with counterfeiting, etc.), regu-

latory frameworks are still far from being harmonised (no full overlap of cosmetics definitions, contents of positive and negative lists differ in the EU and in Japan: the positive list names authorised substances for colouring agents, preservatives, UV filters; the negative list names prohibited or restricted substances; but the EU lists contain more substances than the Japanese).

A large (88 participants) and highly professional audience, mainly coming from the Cosmetics industry (27 persons), discussed various topics with the speakers, in particular on nanomaterials, safety issues and the need for common harmonised positive and negative lists.



<http://www.eu-japan.eu/global/seminars/industrial-policy.html>



Vulcanus Graduation Ceremony

On 27 August 2009 the EU-Japan Centre for Industrial Cooperation held the Graduation Ceremony and Farewell Reception of 35 students who had spent a year in Japan learning Japanese and working for Japanese companies. During the day the students presented their project results and gave overall feedback to their colleagues – this in the Japanese language.

The Graduation Ceremony took place in the Grand Palace Hotel in Kudanshita in the presence of Ambassador Hugh Richardson and Hidehiro Muramatsu; the Ambassadors of EU Member States; representatives of host companies and Vulcanus Alumni; and Julien Guerrier and Hiroshi Tsukamoto (General Managers of the EU-Japan Centre).

Both Ambassador Hugh Richardson and Hidehiro Muramatsu (Director of Europe Division, Ministry of Economy, Trade & Industry) showed great appreciation for the student's insertion to the programme and the host companies' commitment. Once again, the importance was emphasised that Vulcanus is a programme which builds bridges between the EU and Japan.



<http://www.eu-japan.eu/global/vulcanus-in-japan.html>

Policy Framework for Driving Innovation

On 5 October 2009 a seminar on "Policy Framework for Driving Innovation: Recent Developments in the EU and Japan" was held in Tokyo at the EU-Japan Centre.

In this seminar, Mr Carsten Schierenbeck (Policy Officer from the Directorate-General for Enterprise & Industry of the European Commission) presented the recent developments in discussing the new policy framework for fostering an innovative and competitive Europe. Mr Naohiro Kaji (Director at the Innovation Network Corporation of Japan) introduced the activity of a newly-established (July 2009) public-private partnership to promote open innovation in Japan.



EU and Japan Innovation has been identified as a priority policy for the coming years as one of the means to overcome the financial and economic crisis, and also as a tool to tackle environmental issues. Cluster initiatives and international clusters cooperation are an important element of innovation policy.

Innovation is mostly financed by the public sector in the EU (86 billion Euro through the EU Cohesion Policy between 2007-2013 for Innovation), but in Japan 80% of research expenditure comes from the private sector.

The launch of the Innovation Network Corporation of Japan is a recent element in the Japanese strategy to promote "Open Innovation", create next-generation businesses and provide needed capital to this sector. On the European side, because overall European innovation performances still lag behind Japan and the US, a "European Innovation Act" could be soon adopted as an integral part of the future European Reform Agenda beyond 2010.

Some ideas emerged from the seminar, such as the organisation of an annual conference bringing together private equities and venture businesses from Japan and Europe in order to create a positive synergy and develop innovative technologies.

In order to take part in this effort, the EU-Japan Centre is developing a Help Desk and information service to assist clusters (<http://www.eu-japan.eu/global/cluster-cooperation.html>).



<http://www.eu-japan.gr.jp/english/business/seminars/next/index.cfm>

The Role of ICT in Reducing Carbon Emissions



Presentation by Mr. Hidekazu Hasegawa, Deputy Manager, Green IT Promotion Council – Japan

On 16 September 2009 in Tokyo, the EU-Japan Centre for Industrial Cooperation organised a seminar on "The Role of ICT in Reducing Carbon Emissions in the EU and Japan".

The main objective of this seminar was to hear from experts working at the European Commission and at the Japanese Green IT Promotion Council about ICT initiatives that can help reduce carbon emissions and enhance energy efficiency.

Japan and the EU are two of the world leaders in the ICT research area. In both regions the action of public authorities has been decisive to support and accelerate the role of ICT solutions in achieving the environmental targets through policy and

funding, and the promotion of partnerships between Industry/Government/Academia in Japan and Public/Private sectors in Europe is encouraging further research efforts. These various supports will produce business opportunities, particularly for innovative SMEs, as well as a huge potential for energy saving.

An international harmonisation of standards remains essential as soon as possible, in order to work out a common methodology with comparable norms. Japan and the EU have already established a taskforce to exchange their views and come to an agreement in the future.



<http://www.eu-japan.eu/global/seminars/climate.html>



Best Practices in Support of World-Class Clusters

European Cluster Policy Group (ECPG) visit to Tokyo: 4-9 October 2009

The ECPG was established in April 2009 with an 18-month term. The aim of the Japan study visit was to identify best available practices in support of world-class clusters and to get inspiration for stronger policy recommendations on how to best support international cluster cooperation for innovation.

The ECPG held discussions with the Japanese government organisations dealing with cluster policies and implementation (e.g. METI, MEXT, Council for Science & Technology Policy, JETRO, EU-Japan Centre) and visited the Hamamatsu Optronics Cluster. The ECPG is led by Dr Tea Petrin, Professor of the University of Ljubljana and Former Minister of Economic Affairs.

The EU-Japan Centre launched cluster support services last year for the benefit of European and Japanese clusters, to help them identify potential cooperation partners in the reciprocal regions.

For this occasion the EU-Japan Centre organised a reception on 7 October.

Among the 46 participants, the Cluster networking reception welcomed the new Head of Science & Technology Section at the Delegation of the European Commission

to Japan, Ms Barbara Rhode, and representatives from a large number of Japanese organisations involved in cluster support: Mr. Kawarada, Secretary-General of Innovation Initiative Network Japan; Mr. Sasano, Deputy Director General & Special Advisor, Regional Planning Department at the Development Bank of Japan Inc.; Dr. Eng. Yabe, Vice-President at the National Institute of Advanced Industrial Science & Technology (AIST); Mr. Shimizu, former Director-General, Industry and Technology Department at JETRO, etc.

Many other high-ranking civil servants from MEXT and METI came to meet the European Cluster Policy Group: Mr. Tsukamoto (Director-General for Regional Economic and Industrial Policy, Regional Economic and Industrial Policy Group at METI) and Mr. Watanabe (Deputy Director, Regional R&D Promotion Division at MEXT).

During this Reception, the new EU-Japan Centre's Cluster Help Desk was introduced. This success underlines the interest of the Japanese authorities in developing international cluster cooperation and the strong potentialities of partnerships between the EU and Japan.

 <http://www.deljpn.ec.europa.eu/modules/media/news/2009/091006.html>

New website!

A new website on cooperation between the European Economic & Social Committee (EESC) and Japanese civil society has just been launched within the home page of the External Relations (REX) Section of the Committee.

In addition to general information about the cooperation, the people and the institutions involved, you will find there the report of the Workshop on "The Future of Employment in Europe and in Japan", co-organised on 24 June 2009 in Brussels by the EESC as well as the EU-Japan Centre for Industrial Cooperation and the EU Institute in Japan-Kansai.

 http://www.eesc.europa.eu/sections/rex/asia/japan/index_en.asp?id=6300rexen



EUROPE MAGAZINE

The Autumn publication is available.

 <http://www.deljpn.ec.europa.eu/modules/media/magazine/2009/09autumn.html>

7th EU Research Framework Programme (FP7)

JST Call for Proposals to fund Researchers in Japan - Participating in EU Research Consortia

Japan Science & Technology Agency (JST) has launched a call for proposals for researchers in Japan involved in EU research consortia covering 11 topics (see below) under "Environment (including Climate Change)", «Biotechnologies, Food and Agriculture», and «Industrial Technologies» of the 7th EU Research Framework Programme (FP7).

Researchers in Japan who apply to the EC call for proposals should also apply to the JST call for proposals and submit their own research plan to possibly receive JST funding following a JST peer-review evaluation. It should be noted that researchers in Japan involved in consortia selected by the EC will not necessarily be supported by JST, as this depends on the outcome of a JST evaluation.

The 11 FP7 research topics concerned by the JST call for proposals are:

Environment:

ENV.2010.1.1.2-1 Atmospheric chemistry and climate change interactions

ENV.2010.1.1.3-1 Change in carbon uptake and emissions by oceans in a changing climate

ENV.2010.1.1.6-1 Climate change mitigation options linked to deforestation and agriculture in the context of a post-2012 international agreement on climate change

ENV.2010.1.2.2-2 Human health and environmental effects of exposure to pharmaceuticals released into the environment

ENV.2010.2.2.1-2 Global plankton dataset building in view of modelling

ENV.2010.3.1.8-1 Development of technologies for long-term carbon sequestration

ENV.2010.4.1.2-1 Building observational datasets for the predictability of global atmospheric, oceanic and terrestrial processes using reanalysis techniques

ENV.2010.4.1.2-2 Integrating new data visualisation approaches of earth Systems into GEOSS development

ENV.2010.4.2.1-1 Enhancing model integration for the assessment of global environmental change

Biotechnologies, Food and Agriculture:

KBBE.2010.3.2-01 Sustainable culture of marine microorganisms, algae and/or invertebrates for high added-value products

Industrial Technologies:

NMP.2010.1.3-1 Reference methods for managing the risk of engineered nanoparticles

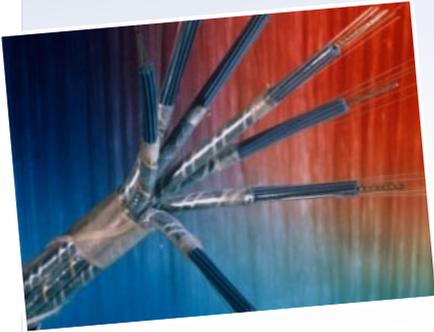
Detailed information is available on the EC website: http://cordis.europa.eu/fp7/dc/index.cfm?fuseaction=UserSite.CooperationDetailsCallPage&call_id=142

The JST call for proposals is open from 31 August 2009 to 22 January 2010.

The JST maximum budget per participant is 22.5 million yen (approx. EUR 160,000) for three years.

More information is available from the JST website:

 <http://www.jst.go.jp/inter/english/index.html>



New Generation Network The Future Internet

2nd EU-Japan Symposium on New Generation Networks and Future Internet

The «EU-Japan Symposium on the Future Internet» was opened by Mr. Hideo Miyahara (President of NICT) and Mr. Antti Peltomäki (Deputy Director General of DG INFSO at the European Commission).

The major objective of this event was to explore prospects for deeper exchanges and collaboration between the Japanese and European research communities in the area of what is referred to as «New-Generation Network” (NWGN) in Japan and the «Future Internet” (FI) in Europe.

<http://www.deljpn.ec.europa.eu/modules/media/news/2009/090918.html>

Message from the European Commission President

Message from European Commission President Barroso delivered to DPJ President Hatoyama - EU News 247/2009 - 2009/09/15

Hugh Richardson, Ambassador and Head of Delegation of the European Commission to Japan, visited on 15 September the headquarters of the Democratic Party of Japan to convey a personal message from José Manuel Barroso, President of the European Commission, to DPJ President Yukio Hatoyama.

The message, in which President Barroso congratulated Mr. Hatoyama on his party's victory in last month's general election and called for closer cooperation between the European Union and Japan as strategic partners, was handed to Mr. Tetsundo Iwakuni, Director-General of the DPJ's International Department.



The full text of President Barroso's personal message can be read at:

<http://www.deljpn.ec.europa.eu/modules/media/news/2009/090915.html>

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http://www.bookshop.europa.eu/eubookshop/index.action?request_locale=EN



ALUMNI CORNER

Japanese Delegation Study Tour in the EU



Visit of the Japan Dairy Council
27 October 2009

Venue: Packo Inox nv - Belgium
Organised by: Fedagrim vzw
Co-organised: Flanders Investment & Trade

During their study tour in Europe a delegation of the Japan Dairy Council was hosted by Packo Inox nv, a world-renowned Belgian manufacturer of milk cooling tanks and milk processing equipment. The delegation was headed by Mr. Keiichi Masaka of Okoppechou Agricultural Cooperative, team leader, and Mr. Hideto Ozeki of Kitahiyamachou Agricultural Cooperative, deputy leader. After an introduction to the company by

Mr. Johan Ameel, CEO of Packo Inox nv, and a factory visit, Mr. Paul Vanhengel of Friesland Campina gave a presentation on the European dairy sector.

The visit by the Japan Dairy Council's delegation was a follow-up of the participation of Mr. Michel Christiaens, Secretary General of Fedagrim, in the 45th Human Resources Training Programme organised by the EU-Japan Centre for Industrial Cooperation from 18 May-12 June 2009, in Japan.

<http://www.packo.com>

Japanese Component & Material Buyers' Exhibition in Budapest

Co-organised by JETRO (Japan External Trade Organization) Budapest, ITDH (The Hungarian Investment & Trade Development Agency), MAJOSZ (Association of the Hungarian Vehicle Component Manufacturers)

Japanese Component & Material Buyers' Exhibition 2009 in Budapest will be held for the 6th time on 18 November 2009 by JETRO Budapest with the support of local business organisations to reinforce business relationships between local suppliers and the Japanese companies.

With this exhibition, JETRO aims to support the endeavours of Japan-affiliated companies to find local suppliers in Hungary and other European countries. The Japan-affiliated companies display the parts, components and materials that they would like to procure from local suppliers. Thanks to this event, JETRO provides exhibitors and suppliers with opportunities for business meetings.



<http://www.jetro.go.jp/hungary/Exhibition/>

JETRO-Ireland Technology Forum

4 November 2009 - Dublin, Ireland

Main focus areas:
ICT, Life Sciences, Environment and Energy

Since 1996 JETRO has been holding technology seminars for Japanese companies in cooperation with universities, research institutes and governmental bodies in the U.K. and Ireland.

These seminars are aimed at introducing the research activities and its results to Japanese companies and helping the latter to find promising technological seeds from these results in addition to building a good relationship leading to work with research institutes within the U.K. and Ireland.

JETRO invited participants to the "JETRO-Ireland Technology Forum, Dublin 2009". The forum was held with contributions from 10 research

institutes in Ireland and Northern Ireland and governmental organisations from the respective countries. ICT, Life Sciences, Environment and Energy were the main focus areas at this forum, which included presentations introducing the research environment and activities in Ireland and Northern Ireland, exhibitions, one-to-one meetings and networking.

The forum supported building a strong relationship between Europe-based Japanese companies and Irish research institutes, and enabled Japanese companies to obtain the latest information about science and technology in Europe. It was hoped that the new relationship will also advance collaborative research and co-development of global standards.



http://www.jetro.be/jp/business/seminar/2009/london/invitation04nov09_en.pdf

Japanese Business Delegation to Bulgaria



Japanese International Friendship Exchange Council mission to Bulgaria
Sofia, 28 September 2009

Visit of a Japanese business delegation to Bulgaria and the meeting with their Bulgarian counterparts: the Confederation of the Entrepreneurs & Industrialists of Bulgaria (CEIBG)

Japanese business is interested in investing in Bulgarian infrastructure projects, as well as in projects in the fields of energy and health care, said Ivo Prokopiev, Chairman of the Confederation of Employers & Industrialists in Bulgaria (CEIBG).

The CEIBG leadership, Mr. Prokopiev and the members of the delegation of the Japanese International Friendship Exchange Council discussed the opportunities for expanding economic cooperation between the two countries.

More specifically, Japanese business is interested in infrastructure projects like the construction of motorways and the upgrade of railway transport. Interest was also shown in the field of nuclear energy, power generation and chemistry.

Mr. Prokopiev outlined the economic situation in Bulgaria and emphasised the existing macroeconomic stability. He also pointed out that the new Bulgarian government has a clear political will to fight corruption and return the confidence of European partners.

The market in Bulgaria provides enormous opportunities for development, the representatives of CEIBG said.



The influx of foreign investors in Bulgaria can also open the doors for Japanese entrepreneurs towards the entire region of South-eastern Europe.

Participants in this 17th economic mission of FEC included heads of influential Japanese companies mainly in the fields of industry, energy and finance, as well as representatives of academic circles.



<http://www.fec-ais.com>
<http://www.ceibg.bg/index.php>



The Consumer Goods Forum

Consumer Goods Forum Strengthens Japanese Representation

No fewer than five Japanese companies now sit on the board of the Consumer Goods Forum, the new joint trade and industry body that unites the world's leading international consumer goods retailers and manufacturers. The strengthening of board representation from Japan underlines both Japan's importance and influence as the world's second-largest economy and the Consumer Goods Forum's commitment to collaboration across borders.

Following the World Food Business Summit in June 2009, the newly-launched The Consumer Goods Forum welcomed the following Board members from Japan:

- Mr. Motoya Okada, President, AEON Co. Ltd.
- Mr. Masatoshi Ito, President & CEO, Ajinomoto Co., Inc.
- Mr. Motoki Ozaki, President & CEO, Kao Corporation.
- Mr. Kazuyasu Kato, President & CEO, Kirin Holdings.
- Mr. Norio Hayashi, Chairman, Izumiya Co., Ltd.

The Forum was created in June 2009 by the merger of CIES, the pre-eminent food and consumer goods industry body, with the Global CEO Forum and the Global Commerce Initiative (GCI) -- two global retailer and manufacturer collaborative platforms. The Forum has a mandate from its members to develop common positions on key strategic and practical issues affecting the consumer goods industry, to focus on non-competitive collaborative process improvement and to provide a network for thought-leadership and knowledge exchange.

The Forum is governed on a parity basis, with an equal number of retailers and manufacturers on its Board of directors.

 <http://www.theconsumergoodsforum.com>

2009 Seminar Series

Japan and Europe: Negotiating the Russian Relationship

21 October 2009 - Daiwa Foundation Japan House – London
Organised by The Daiwa Anglo-Japanese Foundation in association with the Japan Society

CHANGING WORLD VIEWS: International Challenges for the UK and Japan

This 7th seminar in the 2009 seminar series, "Changing World Views: International Challenges for the UK and Japan", reflected on relations with Russia since the collapse of the Soviet Union in 1991. In renegotiating international relations in the region, the challenges have been many and continue to dominate diplomatic agendas. Official mechanisms for cooperation exist through the European Union and NATO as well as through Russia's membership in the Council of Europe and the G-8. Economic links and energy issues are of central importance. Yet, the 2008 Georgia crisis threatened a renewal of old fears.

Territorial disputes, particularly related to the Southern Kurile Islands/Northern Territories, have also cast a lingering shadow over Russo-Japanese relations. Such unfinished business, however, does not belie the fact of Japan's energy needs and extensive economic ties with Russia. The speakers considered the legacy of the past and the future direction of relations with Russia in addressing these areas of conflict and cooperation.



Japan's Open Future: An Agenda for Global Citizenship Seminar

18 November 2009 - Daiwa Foundation Japan House – London

Organised by The Daiwa Anglo-Japanese Foundation - London

CHANGING WORLD VIEWS: International Challenges for the UK and Japan

The final seminar in the 2009 seminar series, "Changing World Views: International Challenges for the UK and Japan", takes its title from a recently-published book that examines Japan's role in 'a more complicated world'.

The end of the Cold War, a shrinking domestic population, global instabilities after 9/11, and the global financial crisis have shifted perspectives and created a new world order. How Japan may adapt and evolve will be addressed by the speakers as they explore the forces in society that may be seen as agents for change.

 http://www.dajf.org.uk/event_category.asp?Section=Events&ID=91&Event=Seminar&Year=2009

Call for Cooperation

Call for cooperation for a student's final MBA Project & Dissertation with Warwick Business School (UK)

Many European companies and organisations have failed in their attempts to enter and compete in the Japanese market, yet others have succeeded. Why? What are the issues which can be tackled to ensure success in the Japanese market?

Gemma McGoldrick has lived and worked in various fields in Japan and is currently embarking on a final MBA Project & Dissertation with Warwick Business School (UK).

Her dissertation will analyse areas which aid success for European companies entering the Japanese market. Your support in filling in an online

questionnaire will be most valuable and will enable Ms McGoldrick to analyse in detail potential pitfalls and focal areas for success.

The questionnaire comprises approximately 30 online questions focusing on organisations' expansion in Japan, and key areas/areas of difficulty/areas they felt they lacked skills or knowledge/areas they felt were directly transferable from their home country, etc.

For those who will be participating, to maintain confidentiality only general results will be provided.

For more information please contact: gemmamcg@asu.aasa.ac.jp

 [https://www.surveymonkey.com/s.asp?sm=RxxpVtzb316V3T4o4fPEdw_3d_3d">Click](https://www.surveymonkey.com/s.asp?sm=RxxpVtzb316V3T4o4fPEdw_3d_3d)



Strengthen your Business

Japan Market Expansion Competition (JMEC)

Are you looking for a way to penetrate the Japanese market but are not sure how?

Commission your project to JMEC, the Japan Market Expansion Competition, and receive a comprehensive, tailor-made business plan covering a wide range of issues such as strategy, marketing, finance, operations, etc. within 6 months at a fraction of the cost that is required by outside consultants to prepare a comparable plan. In JMEC, a team of 5-6 professionals, of various nationalities and backgrounds, dedicates an average of 1,200 hours to your business plan, providing a fresh, outside-the-box perspective, unconstrained by in-house limitations. According to Anne Lanigan, representative of Project Client Enterprise Ireland, JMEC gave her «access to young, creative executives and a new perspective - an important key to success».

Application deadline for "JMEC 16" Project Clients is 28 November 2009.

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

Canon Foundation Lecture

"The present world financial framework: European and Asian approaches to a global currency"

18 November 2009 - Madrid, Spain

Lecture presided by Her Majesty Queen Sofia of Spain

The global economic crisis asks for a global approach. New international regulations and supervisions will be required to prevent new economic and military catastrophes. Globalisation in banking, trade and development aid will be indispensable to put an end to mass poverty and the consequent lack of human rights and dignity. Professor Tamames will develop a series of reasonings and recommendations to prove that a global currency, for with China has already made some meaningful approaches, is an important instrument to achieve a truly advanced globalisation.

Registration deadline: 11 November 2009 at: invitedlecture@canon-europe.com

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

UKTI Mission to Japan

March 2010 - JITAC 2010 (Textiles - Trade Fair)

The next JITAC (Japan Imported Textiles Agency Council) event will be held in Tokyo, Japan in March 2010. JITAC is a trade fair which takes place twice a year and has become a significant event to see where the world fashion trend is heading. UKTI is supporting a group of UK companies to the event, which is organised by the National Wool Textiles Export Corporation.

For more information please contact: ann@bwtec.co.uk

More information on <https://www.uktradeinvest.gov.uk>

Quality - Sustainability to Excellence

The National Quality Conference to be held in Malta on 12 November 2009

As part of the European Quality Week, the Malta Chamber Quality Management Committee is organising its second annual Quality Conference. Following last year's success, with over 80% positive feedback from over 100 participants, this year's theme is "QUALITY - Sustainability to Excellence". The conference includes speakers from various business sectors, as well as workshops and discussions in relation to the strategic direction towards achieving excellence.

SHOW YOUR COMMITMENT TO QUALITY
To overcome the current economic challenges, enterprises have to ensure that they maintain a focus on quality as well as remain sustainable. Following this phase, it is important that companies continue on the road to excellence through the adoption of effective enablers such as Quality Management.

WHO SHOULD ATTEND?

Quality runs across all sectors - be it services, manufacturing, retail or trade. Besides, quality is the responsibility of the whole team not just the Quality Manager.

More information on <http://www.maltachamber.org.mt/businessnews/resource.asp?id=667u>

Invest in France event

8 October 2009 - Tokyo, Japan
6th Edition of the French-Japanese Investment Awards (Awards ceremony)

The Japanese office of the Invest in France Agency held its 6th annual awards ceremony on 8 October 2009 at Roppongi Academy Hills 40F, in which Japanese companies investing in France and French companies investing in Japan were honoured for their enterprise during the year.

A total of four awards (2 to Japanese and 2 to French companies) were presented, celebrating those companies' investment activities.

This year, the Awards for Investment in France were presented to: Otsuka Holdings Co, Ltd. and Toray Industries Inc. The Awards for Investment in Japan went to: Eurocopter and Fives.

More information on <http://www.investinfrance.org/japan>

The Role of Women in Japanese Society

Conference & Round Table - 10 November 2009, Paris, France

Organised by ESCP-EUROPE Business School, Alumni - Club Japan
Co-organised by ETP - JAPAN Alumni - Sephane PECHMAJOU - Executive Training Programme (ETP)

During the conference, four speakers will give a short speech on the following topics:

- The role & position of women in Japan in the 90s by Ms Anne GARRIGUE (Journalist & writer specialised in North-East Asia)
- The Japanese business women today by Ms Kayoko NORISHIMA (Director of the Advertising Bureau in Paris of the Yomiuri Shimbun)
- The political role of women in the recent election change in Japan by Mr. Claude LEBLANC (Chief Editor - Courier International)
- Testimonial of a Japanese working woman by Ms Noriko CARPENTIER-TOMINAGA (Director, French-Japanese Exchanges Committee)

The conference will be followed by a Round Table to respond to questions from the audience.

More information on <http://www.escpeuropealumni.org/actualites/event.asp>



DATE/LOCATION	DETAILS	CONTACTS
5 November 2009 Osaka, Japan	SEMINAR Czech Investment Seminar	Osaka Chamber of Commerce and Industry / JETRO Osaka, JBIC, JOI, UNIDO http://www.czechinvest.org/en/news
12 November 2009 Malta	CONFERENCE The National Quality Conference	The Malta Chamber of Commerce http://www.maltachamber.org.mt
18 November 2009 Tokyo, Japan	SEMINAR Food Safety Administration in the EU and Japan	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.gr.jp/english/business/seminars/next/index.cfm#Foodsafety
19 - 21 November 2009 Colmar, France	SEMINAR Intercultural seminar in the EU EU-Japan - Transforming Cultural Difference into Business Strength	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/events/seminar-intercultural.html?year=2009
15 December 2009 (tbc) Brussels, Belgium	SEMINAR SmartGrids: current status and technical roadmap for the future - comparative views from EU and Japan	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/seminars.html
22 - 26 February 2010 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Training Mission in Japan <Distribution & Business Practices in Japan> Application deadline: 10 December 2009	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-training.html
17 May - 11-18 June 2010 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Training Mission in Japan <H RTP - Japan Industry Insight> Application deadline: 18 February 2010	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-training.html
28 June - 7 July 2010 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Training Mission in Japan <World Class Manufacturing> Application deadline: 25 March 2010	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-training.html
18 - 22 October 2010 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Training Mission in Japan <World Class Manufacturing> Application deadline: 10 June 2010	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-training.html

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



EU-Japan Centre
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