



# EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION NEWSLETTER

# 4

OCT 2004

Vol.2

## UPCOMING CENTRE ACTIVITIES

### MANAGERIAL TRAINING COURSES

Japanese distribution and  
business practices

**DBP 2005**

Course dates: 28 Feb - 4 Mar 2005  
Application deadline: 21 Jan 2005

## THE EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION

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

### Japan Head Office

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Website: <http://www.eujapan.com>

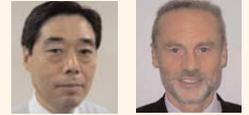
**Japanese Government.** Activities and programmes cover a wide range of sectors.

For more information on the 2005 EU-Japan Year and how to get involved - including registration of events and projects in the official programme: [http://europa.eu.int/comm/external\\_relations/japan/eu2005/index.htm](http://europa.eu.int/comm/external_relations/japan/eu2005/index.htm)

If you would like to be kept informed about preparations for the 2005 EU-Japan Year, please send an e-mail with your contact details to: [relex-eujapan2005@cec.eu.int](mailto:relex-eujapan2005@cec.eu.int)

## News from the Centre

In summer 2004 the EU-Japan Centre welcomed a new team of General Managers in Tokyo: **Haruhiko Kuramochi** and **Wolfgang Pape** (photos, left to right) have replaced former General Managers Hiroaki Taneoka and Galway Johnson, now respectively Managing Director at an oil storage company and retired.



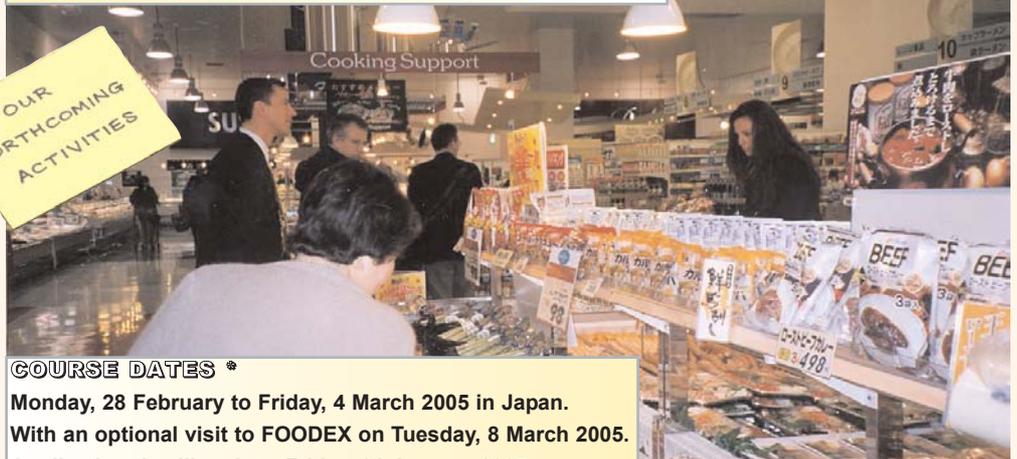
Mr. Kuramochi, a graduate in Economics, had been serving for the Japanese Government (METI) since 1975, both in Japan and abroad (Jakarta, London).

Mr. Pape, originally a lawyer, has been transferred from the European Commission for which he was previously working at the Directorate-General for External Relations. He has been studying and working in Japan or on Japan-related affairs over the last 30 years.

WELCOME  
TO OUR NEW  
GENERAL  
MANAGERS!

## Distribution & Business Practices in Japan

- ◆ How to achieve customer satisfaction?
- ◆ Why Japanese marketing is unique and successful?
- ◆ How to enter the Japanese market?



OUR  
FORTHCOMING  
ACTIVITIES

### COURSE DATES \*

Monday, 28 February to Friday, 4 March 2005 in Japan.

With an optional visit to FOODEX on Tuesday, 8 March 2005.

Application deadline date: Friday, 21 January 2005.

The "Distribution & Business Practices in Japan" course will help participants understand how existing distribution chains (from manufacturers to retailers) successfully adjust their strategy to develop segmentation and product differentiation in the **Japanese market**.

"DBP 2005" is a practical course for managers. The mix of topics covered is designed to meet the needs of European companies committed to pursuing customer satisfaction, either expanding into Japan / Asia, or considering entering the Japanese market.

More information on: <http://www.eujapan.com/europe/dbp.html>

\* Dates and courses content are subject to modification.

## 2005 EU-Japan Year of People to People Exchanges

The EU and Japan agreed at the **11th EU-Japan Summit** in 2002 to designate 2005 the "EU-Japan Year of People to People Exchanges". The **2005 EU-Japan Year** aims to encourage and promote face-to-face exchanges and contacts between people, as well as events and initiatives to improve mutual understanding of European and Japanese society and culture.

It is being organised by **the European Commission, the Member States of the EU and the**



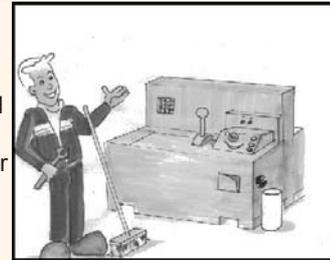
## World Class Manufacturing seen from a Danish perspective

### The development of a competitive business environment in a global world

Are we going to be afraid of losing all our workplaces in European industry just because of the increased globalisation and competition from low-cost countries like China and Malaysia?

We don't have to be afraid, but it requires a change in our mindset to maintain the competitiveness of our businesses.

Since 1996 I've used the lessons learned from Japan about world class manufacturing principles, such as Lean and TPM, with all the companies I've been working with, and there is no doubt - the principles work and they help to maintain workplaces in the Danish industry and make outsourcing to low-cost countries more clever.



However, don't ever think it's an easy task to introduce world class manufacturing principles in your company. You aren't only required to learn the theory about these principles; you also have to understand how to implement them in your own business environment. The cultural aspect is very important, not only the culture of your own country but also of your company.

On **9 November 2004** a conference, organised by the Danish Maintenance Society, regarding experiences from different Danish companies (e.g. Danfoss, Danish Royal Mail and AGCO) with respect to Lean, TPM and change management, is taking place at Hindsgavl Castle near the town of Middelfart. For more information: <http://www.ddv.org>.

### First collective Dutch participation at Japan International Aerospace Exhibition '04

Michael Vaag (HRTF 17), Management Consultant, Valcon A/S

Japan Aerospace is the **11th International Airshow** and exhibition which has recently been organised by the Society of Japanese Aerospace Companies (SJAC).

The international and Japanese aerospace industries were brought together in this trade fair which was held from 6-10 October in Yokohama. Due to its major part in Boeing's upcoming 7E7 Dreamliner project, the Japanese aerospace industry has become highly attractive to the international aerospace sector.

The national association for aerospace companies and organisations in Holland, the Netherlands Aerospace Group (NAG), together with the Agency for International Business and Cooperation (EVD), organised the first Dutch pavilion in the history of Japan Aerospace.

The following companies exhibited:  
ATS-Kleizen, Eldim, Fokker Elmo, Netherlands Centre for Laser Research, Philips Aerospace, Dutch Gas Turbine Association and Urenco Aerospace.

<http://www.aero-space.jp> and <http://www.nag.aero>

## The 8th Asia Europe Young Leaders Symposium

Shifting Paradigms in Asia-Europe Relations

**Translating Common Challenges into Common Opportunities**  
29 November - 3 December 2004, The Hague, the Netherlands

From 29 November to 3 December 2004 the 8th Asia-Europe Young Leaders Symposium, hosted by the International Institute for Asian Studies, the Asia-Europe Foundation and the Dutch Ministry of Foreign Affairs, will take place in the Netherlands.

The Asia-Europe Young Leaders Symposium aims to bring together young professionals with different backgrounds ranging from politics, business, academia, media, arts and civil society in general. The Symposium will comprise keynote lectures and workshops sessions by internationally acknowledged experts. Nominees are Asians or Europeans below the age of forty, who have established themselves in their respective fields. Young leaders are critical and creative individuals with an interest in Asia-Europe relations.

More info: <http://www.iias.nl/iias/agenda/AEYLS/> -  
<http://www.EU2004.nl>



## Challenge of Globalisation

### The Role of Japan in an Increasingly Connected World

**Dentsu Hall - Tokyo**  
**28 October 2004**

The INSEAD Japan Presidents' Club is a club consisting of top executives of major firms and multinational corporations. The Club organises regular events at which the INSEAD faculty and distinguished speakers make a presentation on a topical management or business-related subject (keynote speaker in the inaugural Presidents' Club Meeting was Mr. Carlos Ghosn, CEO of Nissan). It is an ideal forum for exchanging ideas with one's peers. The distinguished keynote speaker for this year's event is Mr. Masatoshi Kishimoto, Chairman of Olympus Corporation.

For more information:

[http://www.insead.edu/discover\\_INSEAD/ClubJapan.htm](http://www.insead.edu/discover_INSEAD/ClubJapan.htm)



## State visit to Japan



Upon invitation **Her Majesty Queen Margrethe** and **His Royal Highness Prince Henrik** will pay a State Visit to Japan from 15-19 November 2004.

On the occasion of the Official Visit to Japan of H.M. the Queen of Denmark and H.R.H. the Prince Consort, this week a number of commercial and cultural activities will take place such as:

### The Japan - Denmark Business Forum

Globalisation - strategies and synergies  
Tokyo, 14-19 November 2004

Roppongi Academy Hills and Grand Hyatt Tokyo Hotel

The Official Visit will offer a unique marketing opportunity for Danish companies in relation to both existing and potential clients and partners.

There will be 49 Danish companies participating in the export promotion to Japan in November.

For more information: <http://www.um.dk>

## Trade Development Visit to Japan

Visit Japan's two most important economic centres.

**22 - 26 November 2004**  
**Tokyo & Osaka**

FFB and UK Trade & Investment are organising a Trade Development Visit to Tokyo and Osaka. Japan is an important and rewarding market-place. The Japanese consumer is very sophisticated, and Japan is a large importer of food and drink.

If you think you can offer the Japanese consumer something different, then come and see for yourself. The visit will include the following:

- Market briefings
- Networking events
- Accompanied visits to key retail outlets and distributors
- Individual appointments and surgeries.



For more information:

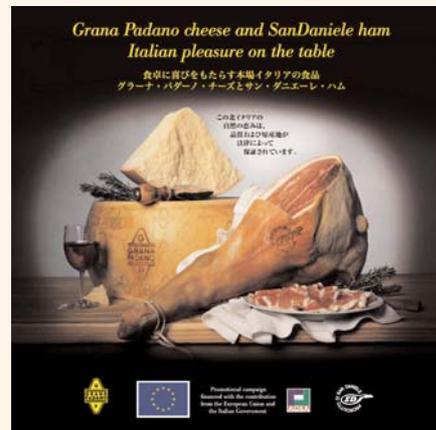
<http://www.foodfrombritain.com/exhibitions/>

## Italian Food Promotion in Japan

**Grana Padano cheese and San Daniele ham promotion campaign in Japan**

Through the Agency for Financing in the Agricultural Sector (AGEA), the Italian Consortia for the protection of the Grana Padano cheese and the San Daniele ham asked the Italian Trade Commission to launch a promotion campaign in Japan for this cheese and ham. The campaign is funded by the European Commission, and its objective is to strengthen the position of these two products of northern Italy in the overseas markets. These products have been appreciated by people all over the world for their organoleptic and nutritional characteristics, which are guaranteed by the DOP certification at EU level.

The worldwide promotion campaign has already started and will take place in Japan (besides the USA) until December 2005. It will include advertising activities, distribution and consumers-targeted activities, such as TV programmes, fairs, in-store promotional stands and various other related projects.



For more information: <http://www.ice.gov.it/estero2/giappone/default2.htm>

## Exhibition of Spanish Products



The European Food promotion campaign, "Taste, Health, Quality", is taking place during September and October at Meidi-Ya gourmet supermarkets, providing an opportunity to taste different Spanish foods.

For more information on the campaign with details of the concerned shops, cities, dates and activities, click on <http://www.europeanfood-spain.com>. Feel free to consult the website to find out also about all European Food's activities in Japan (and Brazil & USA).

## Coordination Platform for Internships



Recording up to 160,000 clicks per month on its website ([www.kopra.org](http://www.kopra.org)), KOPRA (KOordinationsstelle für PRAktika e.V.) is the central platform for intercultural internship exchanges between the EU and Japan. Companies can easily post their internship offers stating the specific requirements regarding the profile of the prospective intern by filling out the KOPRA online offer form.

Internship candidates with an East-Asian background read the offers and apply directly to the company. The service is free of charge and brought about several hundreds of successful internships per year over the last decade. For more information, interested companies can contact the multilingual KOPRA staff in Japan and Germany at [info@kopra.org](mailto:info@kopra.org).

For more information: <http://www.kopra.org>

## New Energy Event...

The "World Sustainable Energy Days" annual conference covers different aspects of sustainable energy production & use and is organised by O.Ö. Energiesparverband.

This conference - which attracted more than 900 decision-makers and experts from 56 countries in 2004 - will next be held from 2 to 4 March 2005 in Wels (Austria). It offers a unique combination of different events, including the conference "Innovative Public and Commercial Buildings" and the conference "Energy Sustainable Communities".

The European Pellets Conference 2005, which will be held from 2 to 3 March 2005 in Wels (Austria) in the framework of the World Sustainable Energy Days, will provide in-depth information on pellets technology innovation and market trends. It will also offer an exciting platform to discuss the generation of consumer interest in pellets use. A special highlight will be the International Photo Competition on Sustainable Energy.

## New Energy News...

The implementation of the **Kyoto Protocol** on climate change has moved one step closer, with the decision by the Russian Cabinet to put Russia's ratification of the agreement to the Russian Parliament (Duma). Should the Duma ratify the Protocol, it will enter into force 90 days later.

On 30 September, as part of the investiture process for the new European Commission, the European Parliament questioned Mr. László Kovács, the (Hungarian) Commissioner-designate for Energy. Mr. Kovács faced questions from the Parliament's Committee on Industry, Research & Energy on a variety of issues.

For further information on the World Sustainable Energy Days, the European Pellets Conference & a Call for Papers please consult: <http://www.esv.or.at> or contact the organisers by email ([office@esv.or.at](mailto:office@esv.or.at)) or phone (+43 732 7720 14386).

## Submit an event for the next issue:

If you are organising an EU/Japan-related event that is taking place in your country and would like it to be considered for inclusion in our forthcoming newsletter, then please send details to [j\\_michelson@eujapan.com](mailto:j_michelson@eujapan.com).

Date / Location	Event	Contact
<b>28 October 2004</b> Paris, France	<b>Conference-debate</b> "Les régionalismes en Asie orientale et les initiatives du Japon" by Fumihiko Yamada Minister, Director of the Cultural and Information Service of the Japanese Embassy in France	Ecole des Mines de Paris, amphi V334 60, Boulevard Saint-Michel - Paris 6ème Email: <a href="mailto:sfj@free.fr">sfj@free.fr</a> <a href="http://synergiesfrancejapon.free.fr">http://synergiesfrancejapon.free.fr</a> 
<b>5 November 2004</b> Paris, France	<b>Meeting-debate</b> "Les fondements de la reprise au Japon"	L'Institut de Relations Internationales et Stratégiques (IRIS) Email: <a href="mailto:paulmier@iris-france.org">paulmier@iris-france.org</a> - Tel. : +33 1 53 27 60 64 <a href="http://www.iris-france.org">http://www.iris-france.org</a>
<b>8-16 November 2004</b> Tokyo, Japan	<b>Challenge towards World Class Manufacturing</b> Japanese manufacturing managerial training programme	EU-Japan Centre for Industrial Cooperation Tel.: +32 2 282 00 42 - Fax: +32 2 282 00 45 Email: <a href="mailto:m.adachi@eujapan.com">m.adachi@eujapan.com</a> <a href="http://www.eujapan.com">http://www.eujapan.com</a> 
<b>9-12 November 2004</b> Munich, Germany	<b>Electronica 2004 - Japanese Electronic Showcase</b> organised by Kanagawa Prefecture and Japan Management Association	JMA London Email: <a href="mailto:Tomio_inoue@jma.or.jp">Tomio_inoue@jma.or.jp</a> 
<b>10 November 2004</b> Paris, France	<b>Morning presentation</b> "Bonjour - Konichiwa" 	Chambre de Commerce et d'Industrie de Paris <a href="http://www.cefi.org/">http://www.cefi.org/</a>
<b>11 November 2004</b> Amsterdam, The Netherlands	<b>Dujat Symposium 2004</b> Invest in Japan / Infrastructure 	Dutch & Japanese Trade Federation Tel.: +31 20 305 0930 - Fax: +31 20 672 7101 Email: <a href="mailto:info@dujat.nl">info@dujat.nl</a> and <a href="http://www.dujat.nl">http://www.dujat.nl</a>
<b>15-16 November 2004</b> Kitakyushu, Japan	<b>Workshop on Sustainable Management in Companies</b>	Sweden - Japan Association Tel: +46-8-611 68 73 - Fax: +46-8-611 73 44 E-mail: <a href="mailto:info@swejap.a.se">info@swejap.a.se</a> - <a href="http://www.swejap.a.se">http://www.swejap.a.se</a>
<b>17 November 2004</b> Tokyo, Japan	<b>Life Science Seminar</b> 	Copenhagen Capacity Biotech and Life Science projects Tel.: +45 33 26 87 15 - E-mail: <a href="mailto:rk@copcap.com">rk@copcap.com</a> <a href="http://www.copcap.com">http://www.copcap.com</a>
<b>19-20 November 2004</b> Marburg, Germany	<b>Germany-Japan in Competition for FDI</b> "Tax, Regulations, and Business Strategies" in cooperation with the Tôyô-University, Tokyo	Philipps-University of Marburg Tel.: +49 6421 28 24627 - Fax: +49 6421 28 28914 Email: <a href="mailto:storz@staff.uni-marburg.de">storz@staff.uni-marburg.de</a> <a href="http://www.uni-marburg.de/japanz/mitarb/storz_engl.htm">http://www.uni-marburg.de/japanz/mitarb/storz_engl.htm</a>
<b>19 November 2004</b> Sheffield, United Kingdom	<b>UK - Japan Business Seminar</b> "UK-Japan Trade Relationships - A Historical Perspective focusing on the Iwakura Mission (Panel Discussion)"	South Yorkshire International Trade Centre Tel.: +44 114 201 2575 - Email: <a href="mailto:ymcleod@syitc.com">ymcleod@syitc.com</a> <a href="http://www.syitc.com/index.htm">http://www.syitc.com/index.htm</a>
<b>21-26 November 2004</b> Fukuoka, Japan	<b>The 59th JCI World Congress</b> Some 12,000 young entrepreneurs are expected to participate from over 100 countries and regions.	The 59th JCI World Congress in Fukuoka Conference Organizing Committee Secretariat Tel.: +81-92-262-5642 Fax: +81-92-262-5645 Email: <a href="mailto:fukuoka2004@ceres.ocn.ne.jp">fukuoka2004@ceres.ocn.ne.jp</a> 
<b>26-27 November 2004</b> Tokyo, Japan	<b>EU-Japan Workshop on</b> "Corporate Social Responsibility & Changing Wage Systems - The Role of the Trade Unions"	Institute of Economic Research Hitotsubashi University Fax: +81 42 580 8333 Email: <a href="mailto:gzell@ier.hit-u.ac.jp">gzell@ier.hit-u.ac.jp</a> or <a href="mailto:tsuru@ier.hit-u.ac.jp">tsuru@ier.hit-u.ac.jp</a> <a href="http://www.ier.hit-u.ac.jp">http://www.ier.hit-u.ac.jp</a>
<b>1 December 2004</b> Nagoya, Japan <b>2 December 2004</b> Osaka, Japan	<b>Seminar</b> "Austrian Investment Environment after the EU Enlargement"	Nagoya Chamber of Commerce & Industry ("NCCI") 1. ABA, Headquarters, Vienna: <a href="http://www.aba.gv.at">http://www.aba.gv.at</a> 2. ABA, Tokyo Office (in Japanese): <a href="http://www.abatokyo.com">http://www.abatokyo.com</a>
<b>15 December 2004</b> Strasbourg, France	<b>Lecture</b> given by Mr. Glyn Ford European Parliament Member, Delegation for Relations with Japan	Maison universitaire France - Japon Tel. : +33 3 90 24 20 12 - Fax : +33 3 90 24 20 19 Email: <a href="mailto:mu@japon.u-strasbg.fr">mu@japon.u-strasbg.fr</a> <a href="http://mufrancejapon.u-strasbg.fr/">http://mufrancejapon.u-strasbg.fr/</a>
<b>14-18 February 2005</b> Tokyo, Japan	<b>EU GATEWAY TO JAPAN</b> Outdoor Lifestyle Trade Mission 2005	<a href="http://www.gatewaytojapan.org/">http://www.gatewaytojapan.org/</a> Application deadline: 22 October 2004 
<b>7-11 March 2005</b> Tokyo, Japan	<b>EU GATEWAY TO JAPAN</b> Healthcare Trade Mission 2005	<a href="http://www.gatewaytojapan.org/">http://www.gatewaytojapan.org/</a> Application deadline: 18 November 2004
<b>11-15 April 2005</b> Tokyo, Japan	<b>EU GATEWAY TO JAPAN</b> Young Fashion Design Trade Mission 2005	<a href="http://www.gatewaytojapan.org/">http://www.gatewaytojapan.org/</a> Application deadline: 20 December 2004

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