



## NEWSLETTER

OCTOBER 2006 / 3 VOL 4

### 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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### Unique opportunity in Japan for EU managers

#### Invitation to apply for European Commission-funded activities in Japan

- ❖ How can you succeed in Japan now? How can you penetrate the Japanese market?
- ❖ Do you wish to gain in-depth insight into the Japanese business environment?
- ❖ How can you create a successful marketing strategy for Japanese consumers?
- ❖ Is your company considering entering the Japanese market for the first time or increasing its presence through direct investment in Japan?



The EU-Japan Centre is pleased to inform you that it is currently inviting applications for managerial training missions in Japan, financed by the European Commission (DG for Enterprise & Industry). **For further information please look on page 2**

### Johogen seminar

#### Japan's Mobile Phone Industry and u-Japan

by Gerhard Fasol, President and CEO, Eurotechnology KK



**Date & Time:**

**Thursday 12 October 2006, 17:00-19:00**

**Location:**

**EU-Japan Centre for Industrial Cooperation - Tokyo**

**Site map:**

**<http://www.eu-japan.gr.jp/base/access1.html>**

Japan's mobile phone and broadband markets are about 3-6 years ahead of Europe's: new services are typically invented or first brought to market in Japan, 3-6 years earlier than in Europe. Internet in Japan is generally much faster and much cheaper than in Europe. For this reason and because of its size, Japan's telecom markets are full of opportunities for European companies with the right products and the right strategy, and for investors with the necessary knowledge. Japan's mobile phone industry is notoriously difficult to understand for Europeans because its market logic is very different from Europe's, because the pace of innovation and structural change is much faster, and because of the language barriers.

This talk will explain the driving forces behind recent dramatic changes in Japan's mobile telecom sector and will explain new changes that the "ubiquitous-Japan" ("u-Japan") policy will bring in the near future.

Do you need to know what Europe's mobile phone and internet markets will look like in 2010 or 2015? - Come to this talk and you will get a good look into Europe's IT future about 5 years ahead, as well as Japan's telecom markets today.

More information and registration on: [http://www.eujapan.com/news/johogen\\_seminar.doc](http://www.eujapan.com/news/johogen_seminar.doc)

### Attention! New ".EU" domain for EU-Japan Centre website!

As from September 2006, the EU-Japan Centre has adopted the new European domain ".eu". The new internet address is <http://www.eu-japan.eu>. Staff addresses have also changed into either [firstname@eu-japan.eu](mailto:firstname@eu-japan.eu) or first initial.lastname@eu-japan.eu.

The Centre recommends using the new addresses and updating records accordingly. Old addresses will continue to function for one more year.

## 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

The EU-Japan Centre is pleased to announce a new training programme < **FDI in Japan 2007** > for the benefit of EU companies and financed by the European Commission. The programme's objective is to help EU firms in their search for a successful way of developing their activities in Japan through foreign direct investments in Japan and more specifically through M&A.

Whether your company is starting or expanding its business in Japan, the FDI in Japan mission will enable you to identify and set up the best way to define a successful investment strategy.

Training dates in Japan: from 19 to 23 February 2007

Pre-Departure Briefing date in Europe: N/A

**Application deadline: 15 November 2006**

**FDI in Japan is a 5-day mission in Japan** targeted at EU managers and executives responsible for the financial strategy of their EU company, and it will help EU firms in their search for a successful way of developing their activities in Japan through foreign direct investments and more specifically through M&A.

Thanks to the mission participants will gain an overall understanding of the implications and relevance of Japan's FDI policy for EU firms interested in starting or growing business in Japan by acquiring local assets. One of the objectives of the mission is to help EU firms to identify strategic investment opportunities by enabling participants to gather information and resources about the incentives offered by various Japanese national, regional and local authorities to attract FDI.

More information: [http://www.eu-japan.eu/europe/fdi/timetable\\_fdi.pdf](http://www.eu-japan.eu/europe/fdi/timetable_fdi.pdf) or <http://www.eu-japan.eu/europe/fdi.html>

*New training mission*



#### < Distribution & Business Practices in Japan >

For EU managers and executives responsible for the marketing strategy of their EU company

Training dates in Japan: from 4 to 9/11 March 2007

Pre-Departure Briefing date in Europe: N/A

**Application deadline: 13 December 2006**

**Distribution & Business Practices in Japan is a 5/8-day mission in Japan** which helps European companies to gain a practical understanding of the Japanese distribution system. By learning about the Japanese way of developing business strategies and trends to achieve customer satisfaction and of creating added-value in retailing and marketing, EU managers will acquire useful tools for building an effective marketing strategy for the Japanese / Asian markets.

More details on: <http://www.eu-japan.eu/europe/dbp.html>

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

#### < HRTP-Japan Industry Insight >

For EU managers and executives who have a major role in defining and implementing their company's policies in relation to Japan

Training dates in Japan: from 7 May to 1/8 June 2007

Pre-Departure Briefing date in Europe: 30 March 2007

**Application deadline: 16 February 2007**

HRTP-Japan Industry Insight is a 4/5-week training programme in Japan which enables EU companies to take full advantage of Japanese business opportunities and provides an integrated in-depth view of Japanese industrial structure and business practices. It is the opportunity of a lifetime to experience and understand Japan's cultural and economic elements that account for its business and technological achievements.

More details on: <http://www.eu-japan.eu/europe/hrtp.html>

Contact: Mrs Maki Saito: [m.saito@eu-japan.eu](mailto:m.saito@eu-japan.eu)

### Some former participants' feedback...



...I have been working with Japan for 10 years and I really thought I could not learn much more new about the distribution and business practices. However, the teachers, the direct experiences with the selected Japanese companies and the feedback received from the colleagues on the course were just great and fruitful for me... - **Jose Luis Gomez Garcia - Area Manager - FÉLIX SOLÍS S.A. - DBP 2006**

...This was an occasion to meet other European managers and to share our experiences and compare our strategies and policies about the Japanese market... - **Alessandro Pritoni - Export Area manager - MONTENEGRO S.p.A. - DBP 2006**



...The EU-JAPAN's training programmes gave me the unique opportunity to meet companies' managers and professors that greatly deepened my knowledge about Japan, giving me the opportunity to look at the "hidden" Japan and to enhance my understanding on the commercial side...

**Mariateresa Agosto - Area Manager Export - Star Pennsylvania New Flower SpA - HRTP 38 2005 and DBP 2006**

...It has helped me to understand how I need to conduct myself and my business in order to find and develop business cooperation with Japanese companies... - **Gintaras Mieziš - President - UAB Micecs - HRTP 40**



...The range of the course was very wide, and everybody could choose what was best for his own business. Thanks to it I have already met two potential Japan customers. I was grateful to be able to use knowledge acquired from the course...  
**Stanislav Hrdina - Commercial Director - ZDAS, a.s. - HRTP 40**

## Vulcanus in Japan programme

### Call for application for industrial companies located in Japan

The EU-Japan Centre will soon begin inviting applications for the 11th session of the Vulcanus in Japan programme, through which industrial companies located in Japan can host an EU university student in engineering/science or other technical disciplines for 8 months (January-August 2008). The student will follow a 4-month Japanese language course before starting the placement.

This programme has been increasingly successful and 40 EU students are currently in Japan under the scheme.

For further information please contact Mrs. Keiko SATO:  
[satok@eu-japan.gr.jp](mailto:satok@eu-japan.gr.jp) at the EU-Japan Centre - Tokyo Head Office



### Vulcanus host company - Mr. Hideo SEGAWA's testimonial

International Government and Industrial Affairs Division  
Toyota Motor Corporation

Toyota Motor Corporation, which has been participating in the VULCANUS in Japan Programme since 2002, has accepted 14 trainees to date. Of the approximately 10 overseas trainees accepted every year, around 3 are under the VULCANUS Programme.



Acceptance of trainees by Toyota under our internship programme for foreign citizens is based on the standard of "4 Wins" - namely, a Win for the trainee, a Win for the organisation that placed the trainee, a Win for the employees that receive the trainee, and a Win for the company that receives/accepts the trainee.

Thanks to the enriched content of the programme, which consists of 4 months of intensive training in Japanese and an 8-month internship, both the trainee and the company receiving the trainee do things seriously ....

(see full article in EN - JP on:  
[http://www.eu-japan.eu/news/toyota\\_comments\\_en.doc](http://www.eu-japan.eu/news/toyota_comments_en.doc) and  
[http://www.eu-japan.eu/news/toyota\\_comments\\_jp.doc](http://www.eu-japan.eu/news/toyota_comments_jp.doc))

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

### ETP - Executive Training Programme

#### 50 European Executives set off for the new Executive Training Programme (ETP) in Japan and Korea

Last July the European Commission drew up the list of 50 European top managers who will have the opportunity to participate in the next cycles of the ETP. 40 candidates for ETP Japan and 10 candidates for ETP Korea were selected among the 100 applicants identified by a network of Chambers of Commerce & Industry in 19 EU Member States and in Japan.

Most of the selected candidates come from the largest EU Member States: 20% from Italy, 18% from France, 14% from Germany, 12% from Poland and 6% from Spain. New Member States also showed a keen interest in the programme, for example: 6% of the selected candidates come from Lithuania.

The programme starts on 18 October in Paris at the University of Sciences Po (<http://www.sciences-po.fr/etp/>).

The ETP programme is divided into two phases: the European Inception Module and the Japan/Korea Immersion Modules.

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



### EU Gateway to Japan



The "EU Gateway to Japan" programme has ended its 3rd phase this September. Since 2002, 32 events in 8 sectors were held in Japan. In total, more than 880 EU SMEs participated in 1-week sector-focussed trade missions during which participants had the opportunity to meet Japanese business people from their market segment. The results of this 4-year campaign are encouraging:

- 98% of the companies developed new contacts during the mission;
- 9 months after their participation nearly half of the participants are regularly exporting to Japan; and
- 18 months after participation 75% of the companies expect to increase their business with Japan even further.

Interested companies will still be able to participate, as the programme has been extended until mid-2007. The promotion for the events of the new "Gateway to Japan 3 Plus" is currently running. For more information please consult : <http://www.gatewaytojapan.org>



Upcoming Events	Dates	Venue	Application Deadline
European Fashion Design Trade Mission	12-16 March 2007	Tokyo	16 Oct 2006
Construction Materials Trade Mission	16-20 April 2007	Tokyo	17 Nov 2006
Environmental Technologies Trade Mission	14-18 May 2007	Tokyo	18 Dec 2006
Healthcare Mini Trade Fair	18-22 June 2007	Tokyo	9 Feb 2007

For further information on the forthcoming missions and Info Packs, please consult: <http://www.gatewaytojapan.org>  
To apply, please contact your National Co-ordinator at <http://admin.gatewaytojapan.org/eu/contact.shtml?>

## Alumni corner

### Training - Bi-Cultural company > From obstacles to strength

February - July 2006 in Rennes, France organised by SANDEN MANUFACTURING EUROPE



SANDEN Manufacturing Europe is a company employing 1000 people and located in France (Rennes area), with 20 Japanese expatriates in some management & technical experts positions.

2 local management staff, after having attended the EU-Japan Centre H RTP-J courses (35 & 39), convinced the Japanese management to organise a specific bi-cultural training programme to overcome difficulties and to enhance complementarities linked with this bi-cultural situation.



The programme was set up in 4 parts, with the support of Serge Airaudi (consultant):

- ✓ Teaching the French staff (management level) about the Japanese culture & management
- ✓ Teaching all the Japanese staff about the French culture
- ✓ Organised common sessions and exchanges about company culture/communication/etc. ...
- ✓ Continuous bi-cultural working groups to improve the situation on chosen subjects.

The output was clear, especially on mutual understanding and consequently on the improvement of efficiency in the running of the company.

More information: <http://www.sanden-europe.fr>

## JETRO news

### Business forum in Grasse : Perfume, Cosmetics, Aromatherapy

25 October 2006

At Pôle Azur Provence, Grasse - France

Organised by: JETRO Lyon and Pôle Azur Provence

The world perfume capital's activity is essentially turned towards international relations, which means that the thirty or so factories actually provide for a global market. From all over the world, raw materials are sent to Grasse to be treated.

That is why Grasse has succeeded in making its industry an art, combining luxury, refinement and quality in the products it creates or transforms. This art is perceptible when you visit a perfumery, by creating your own perfume during a workshop or just by strolling along the alleys in the historic centre.

The national aromatic and perfume cluster located in the Grasse area will be introduced during the seminar.

More information on: <http://www.jetro.go.jp/france/lyon>



### Business Forum Japan in Cannes - 8-9 November 2006

At Miramar, La Croisette - Cannes, organised by JETRO Lyon and the City of Cannes



JETRO, which promotes trade and investment in Japan, is organising on 9 November a Business Forum in Cannes in collaboration with the City of Cannes. This year the twin cities, Cannes and Shizuoka, celebrate their 15th anniversary relationship in France on 7-9 November. To complete this cultural and diplomatic relationship, the City of Cannes and the Festival Hall asked JETRO Lyon to support and help them to organise a Business Forum focussed on the tourist industry.

The mission's aim is to enable Japanese companies to discover the Cannes region's industries and services in order to develop business with local companies, and to promote Japan as an investment territory and major tourist industry area. To this effect, individual B-to-B meetings will be organised for each Japanese representative and visits to local major tourist sites.

To know more about JETRO Lyon : <http://www.jetro.go.jp/france/lyon/>

The City of Cannes : <http://www.cannes-on-line.com>



## A decision on the enlargement of ASEM at the Helsinki Summit

11 September 2006

The leaders of 38 Asian and European countries and the President of the European Commission concluded their two-day ASEM 6 Summit in Helsinki on 11 September 2006.

In its closing stages, the summit approved guidelines for the future of the cooperation process between the two continents and adopted a decision on the admission of six new partners. Bulgaria and Romania from Europe and India, Mongolia, Pakistan and the ASEAN Secretariat on the Asian side will join the ASEM process. The Heads of State or Government also adopted two declarations.

More information on: <http://www.asem6.fi/>

## "Dancing with Dragons, Tigers and Elephants - Using Asian Markets to Generate Growth"

### 4th International Business Day of the Chambers of Commerce & Industry in North-Rhine Westphalia - 19 September 2006

The 4th International Business Day of the Chambers of Commerce & Industry in North-Rhine Westphalia (Germany) was a great success. Over 1000 people went to Düsseldorf to learn more about Doing Business with Asia. A special focus was, of course, on Japan, the biggest Asian economy. Around 100 participants discussed and exchanged thoughts with distinguished experts on Japan. On the expert panel were (from left to right) Marcus Schürmann (German-Japanese Chamber of Commerce, Tokyo), Jörg Reji Neumeister (Ernst & Young AG, Eschborn), Kazuaki Yuoka (Japan External Trade Organisation, Düsseldorf), Frank Kaiser (Düsseldorf Chamber of Commerce & Industry, Düsseldorf), Prof. Dr. Ralf Wilde (TÜV Rheinland Group, Yokohama) and Volker Jüngling (Edscha AG, Remscheid)

More information: <http://www.aussenwirtschaftstag-nrw.de>



## "International Forum on Micro-Nano Hetero System Integration in Sendai (MHSI'06)" and "2nd Fraunhofer Symposium in Sendai" and "Opening of MEMS Park Consortium Showroom in Sendai" 6-7 November 2006 - Sendai Sunplaza, Crystal Room

Organised by: Tohoku University, City of Sendai, Fraunhofer-Gesellschaft, MEMS Park Consortium, Sendai Intelligent Knowledge Cluster  
With a strong focus on research for MEMS and MEMS packaging, Fraunhofer-Gesellschaft was welcomed in the cluster of Tohoku University and companies in Sendai last year. After a first "Fraunhofer Symposium in Sendai" introducing the research capabilities, this year Fraunhofer researchers will again present their latest industrial applications. The symposium will be followed by the official opening of the showroom of Sendai's MEMS Park Consortium including Fraunhofer.

In conjunction with this event, Tohoku University will start a new Forum about Micro-Nano Hetero System Integration taking place one day before the Fraunhofer Symposium.

More information: <http://www.memspc.jp/english/event.html>



## Health Ingredients Japan 2006 Trade Fair - Tokyo Big Sight, Tokyo, Japan - FINLAND PAVILION - 4-6 October 2006

Organised by: CMP Japan Co. Ltd. / VIEXPO (FINLAND PAVILION)

Viexpo, an independent regional expert on internationalisation based in the coastal region of Ostrobothnia in Finland, is organising a Finland Pavilion at the forthcoming Health Ingredients Japan 2006 trade fair in Tokyo from 4-6 October. The Finland Pavilion is hosting 4 Finnish food companies and an association promoting Finnish natural food ingredients. The companies are producing food products from natural raw materials collected from Finnish nature, such as natural spring water, various berry products, natural vinegar, mushroom products, etc. The companies at the pavilion are: Arctic Flavours Association ([www.arctic-flavours.fi](http://www.arctic-flavours.fi)), Finn Spring Oy Ltd. ([www.finnspring.fi](http://www.finnspring.fi)), Iloformica Oy Ltd. ([www.iloformica.com](http://www.iloformica.com)), Kaskein Marja Ky ([www.kaskeinmarja.fi](http://www.kaskeinmarja.fi)) and Riitan Herkku Oy ([www.riitanherkku.fi](http://www.riitanherkku.fi)). The Finland Pavilion welcomes all visitors to taste the natural flavours of Finnish nature made into wonderful products.

More info: Marko Mikkola/VIEXPO, [marko.mikkola@viexpo.fi](mailto:marko.mikkola@viexpo.fi)  
[http://www.hijapan.info/cgi-bin/exhibitor\\_list/Hi\\_en.cgi?target=pavilion&key=71](http://www.hijapan.info/cgi-bin/exhibitor_list/Hi_en.cgi?target=pavilion&key=71)

## DLR extends its research in the field of optical communications from space and cooperates with Japan

### The German Aerospace Center (DLR) has successfully extended its experiments in the field of free-space communications from space.



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Scientists from the DLR Institute of Communications and Navigation in Oberpfaffenhofen (Bavaria) succeeded, during the KIODO project, in 'capturing' the laser beam of a Japanese satellite 'Kirari'. The aim of this successful experiment was also to measure the optical communications channel between satellite and ground station, and to investigate any impacts caused by the atmosphere. The experiment that has been carried out eight times in June 2006 in Oberpfaffenhofen is based on cooperation between the Japan Aerospace Exploration Agency (JAXA) and DLR. JAXA makes its satellite 'Kirari' available, and DLR its transportable station for optical free-space communications, which was already used very successfully during previous tests under the EU project 'Capanina'.

The CAPANINA project is aiming at broadband communication services from high altitude platforms. Apart from DLR, the project involves 12 partners from across Europe plus the National Institute of Information & Communications Technology (NICT) from Japan and Japan Stratosphere Communications Inc. (JSC).

More information on CAPANINA:

[http://www.dlr.de/en/desktopdefault.aspx/tabid-1278/1749\\_read-1761/1749\\_page-3/](http://www.dlr.de/en/desktopdefault.aspx/tabid-1278/1749_read-1761/1749_page-3/)

[http://www.dlr.de/de/Desktopdefault.aspx/tabid-832/1332\\_read-2583/](http://www.dlr.de/de/Desktopdefault.aspx/tabid-832/1332_read-2583/) and <http://www.capanina.org>

## Lean Management Summit Netherlands

**2-3 November 2006 EINDHOVEN, NL** - Organised by: Lean Management Instituut Netherlands

You are welcome to visit the 3rd Lean Management Summit in the Netherlands, with a programme of plenary speakers including Prof. Dan Jones, Art Smalley (author of Creating Level Pull) and Michael Ballé (author of The Goldmine), and a range of workshops by companies like Nuon Energy, Fortis Bank, Clerical Medical HBOS (insurances), Philips (electronics), TU Delft (University HR department), L. Ten Cate (textiles), Minkels (manufacturing), Meester Stegeman (FMCG) and Wernink Beton (construction).

For further information please download the brochure or call +31 343 510 614 - <http://www.leaninstituut.nl>

DERDE LEAN  
MANAGEMENT  
SUMMIT

WE HETEN JE VAN  
HARTE WELKOM OP  
2 + 3 NOVEMBER 2006

LEER VAN DE  
ERWACHTINGEN  
EN LAAT JE  
ENTHOUSIASMEREN!



**Intensive intercultural training**

organised by the CCI Academy in Munich (in German)

**"Japan: competent for negotiations" -**

Training date: 4.12.2006 from 9:00 to 17:00



International companies have become global players. One key to successful worldwide business is intercultural competence. Cooperation in an international business context is a vital part of an intercultural learning process. This process would not be possible without understanding and accepting our own cultural characteristics. Western business culture works in the Western world. Germans, for example, often tend to have rather direct communication styles and often cause irritation with Japanese. Organisational and hierarchical structures as geared for German needs may be perceived as inflexible in other cultures. Thanks to this training course, participants will be able to compare the German cultural standards with those of Japan business partners. Simulations of difficult negotiation situations offer options in order to find solutions in the world of global challenges.

More information on: <http://www.akademie.ihk-muenchen.de>



**4th "Japanese October"**

**6 Oct - 12 Nov 2006 - Ravenna, Faenza, Lugo and Bagnacavallo (ITALY)**

The fourth edition of the Japanese culture festival held since 2002 in Ravenna (Italy) will be centred on the theme of "The pleasure and the joy for life in Japan".

Japanese are often regarded as frenetic workaholics. But this is just a part of the picture. Even the simplest daily activity demonstrates a deeply rooted love and attachment to life and the ability of the Japanese to actually enjoy both the aesthetic and the material beauty of life.

The refined Japanese cuisine is an example of such an attitude, as too are the several practices for the care of the soul and the body, zen meditation, calligraphy, poetry and art.

Exploring this fascinating universe will be the leading theme of the 2006 edition of "Japanese October", which will take place in four locations: Ravenna, Faenza, Lugo and Bagnacavallo.

Organised by: Marco Del Bene - Italian Institute for Africa and the East, Emilia-Romagna Section

More information on: <http://www.isiaora.it> or <http://www.ascig.it>  
For a detailed programme of the events: [http://www.isiaora.it/ott\\_giapp\\_06/ott\\_giapp\\_06.html](http://www.isiaora.it/ott_giapp_06/ott_giapp_06.html) (in Italian)

**Cooperation between Japanese and Estonian universities**

**Seminar held on 11-12 September 2006 at the Tallinn University of Technology**

Estonia is a small country in the EU context, especially in human resources and finances. Nevertheless, Tallinn University is proud of the recent years' development: the international cooperation and partner contacts.

Long-standing contacts with Tokyo Electro Communication University enabled the Estonian university to welcome during the 11-12 September seminar the following guests from the Tokyo Electro Communication University delegates:

Prof. Toshio Okamoto, Director of Centre for International Exchanges and Programmes, Mr. Junji Hando, Programme Coordinator, International Affairs Office and Ms Atsuyo Fujino, Administrative Staff, Graduate School of Information Systems.



From left to the right: Dr Nobuo Hamano, UEC President's deputy in international relations, Dr Makoto Kajitani, former President, Mr Hitoshi Yamagishi, Finance Manager

Beside student exchanges Tokyo University is also looking forward to having industrial partners to join its fruitful cooperation as with many other European countries.

Both Estonian and Japanese universities are seeking to open new perspectives linking their mutual cooperation in student thesis work and placement with research projects needed for industry, in Japan and Estonia.

More information: <http://www.ttu.ee/>

**NETPARK Japan 2006**

The North-East Link to UK Technology  
**14 November 2006 - Tokyo - Japan**  
Organised by: ONE NorthEast & County Durham Development Company

World class scientists from all 5 universities from North-East England will be in Tokyo on 14 November 2006 to present key areas of research: Display, Imaging, Instrumentation, Advanced Materials, Energy, Data and Communications. This is a unique opportunity to find and commercialise cutting-edge technology and to learn about the infrastructure in place to support R&D in North-East England.

For more details of the seminar and to register your interest, please visit the website: <http://www.netparkjapan.com/home/>

To those who register interest, a formal invitation letter will be sent by ONE NorthEast Tokyo in due course.

**International symposium on a global technology roadmap of photocatalysis**

**Photocatalytic reactions - such as photosynthesis - constitute the basis of life on earth.**



The catalysis of reactions by sunlight or artificial light - known as "photocatalysis" - is also a familiar phenomenon in the world of science and technology.

The European-Japanese Initiative on Photocatalytic Applications and Commercialisation (EJIPAC) was originally founded in the form of an interest group. Interested scientists, engineers, technological experts and representatives of industrial companies and the public sector are invited to participate.

EJIPAC is aiming at collaboration between Japanese and European institutions to promote photocatalytic technologies for industries and users.

The Initiative is coordinated by EPG AG Saarbrücken. One of the most important participants in EJIPAC is the Japanese Photocatalytic Forum (JPF), an industrial association with more than 140 members; JPF participates in the Advisory Board and guarantees close collaboration between Japan and Europe.

From 2 to 4 October 2006 EJIPAC had its annual meeting in Tokyo collaborating with the Global Photocatalytic Products exhibition show. The core of the EJIPAC meeting was the joint international symposium on a global technology roadmap of photocatalysis organised by EJIPAC, JPG and The University of Tokyo.

More information: <http://www.ejipac.de/> or <http://www.watanabelab.rcast.u-tokyo.ac.jp/ejipac/>

**5 years of Greece-Japan.com**



Operating since 2001, greece-japan.com is a non-commercial website dedicated to the bilateral relations between Greece and Japan, which officially started in 1899, as well as the cultural affinities between the two countries. The site includes a special EU-Japan section featuring information on EU-Japan relations and highlighting news and events that promote EU-Japan cooperation in the economic, political and cultural fields.

www.greece-japan.com has offices in Athens and Tokyo and is managed by Philippos Gritziotis (Athens).

<http://www.greece-japan.com/eujapan.htm>  
E-mail: [greece@japan.com](mailto:greece@japan.com)

Date / Location	Event	Contact
11 Oct 2006 London, UK	<b>Japan Seminar</b>	The School of Oriental and African Studies (SOAS) <a href="http://www.soas.ac.uk/outreach/index.cfm?navid=2220">http://www.soas.ac.uk/outreach/index.cfm?navid=2220</a> E-mail: <a href="mailto:outreach@soas.ac.uk">outreach@soas.ac.uk</a>
18 Oct 2006 Gif-sur-Yvette, FR	<b>Seminar</b> "Développer des relations d'affaires avec le Japon modifié"	SUPÉLEC - Service de la Formation Continue <a href="http://www.supelec.fr/fc/fiches/ZG9.pdf">http://www.supelec.fr/fc/fiches/ZG9.pdf</a> <a href="http://www.supelec.fr/cgi-bin/reframeFc?http://www.supelec.fr/fc/stages/ZG9.htm">http://www.supelec.fr/cgi-bin/reframeFc?http://www.supelec.fr/fc/stages/ZG9.htm</a> E-mail: <a href="mailto:formation.continue@supelec.fr">formation.continue@supelec.fr</a>
19 Oct 2006 Amsterdam, NL	<b>Symposium</b> Dujat Japan Update 2006	Dujat <a href="http://www.dujat.nl/Pages/PDFdocs/PreliminaryProgram270806.pdf">http://www.dujat.nl/Pages/PDFdocs/PreliminaryProgram270806.pdf</a> E-mail: <a href="mailto:info@dujat.nl">info@dujat.nl</a> - <a href="http://www.dujat">http://www.dujat</a>
19 Oct 2006 London, UK	"Energy security and the implications for Britain and Japan"	The Japan Society <a href="http://www.japansociety.org.uk/events/061019lordhowell.html">http://www.japansociety.org.uk/events/061019lordhowell.html</a> E-mail: <a href="mailto:info@japansociety.org.uk">info@japansociety.org.uk</a>
19 Oct 2006 Edinburgh, UK	<b>Lecture</b> "Japan's Global Economic Strategy"	Management School and Economics - The University of Edinburgh <a href="http://www.managementschool.ed.ac.uk/research/lectures">http://www.managementschool.ed.ac.uk/research/lectures</a> E-mail: <a href="mailto:charis.stewart@ed.ac.uk">charis.stewart@ed.ac.uk</a>
1-3 Nov 2006 Japan	<b>3rd Level Education Mission 2006</b>	Enterprise Ireland <a href="http://www.enterprise-ireland.com/">http://www.enterprise-ireland.com/</a> E-mail: <a href="mailto:Anne.Lanigan@enterprise-ireland.com">Anne.Lanigan@enterprise-ireland.com</a>
9 Nov 2006 Ludwigshafen, DE	<b>Japan Job-Forum</b>	DJW <a href="http://www.djw.de/veranstaltung/veranstaltung.html">http://www.djw.de/veranstaltung/veranstaltung.html</a>
15-22 Nov 2006 Tokyo, Japan	<b>Trade Mission</b> to Japan & South Korea	Zaragoza Chamber of Commerce & Industry <a href="http://www.camarazaragoza.com/misiones/mision2.asp?id=73">http://www.camarazaragoza.com/misiones/mision2.asp?id=73</a> E-mail: <a href="mailto:jandonegui@camarazaragoza.com">jandonegui@camarazaragoza.com</a>
20 Nov 2006 Edinburgh, UK	<b>Lecture</b> "Japan in the Asian Community"	Management School and Economics - The University of Edinburgh <a href="http://www.managementschool.ed.ac.uk/research/lectures">http://www.managementschool.ed.ac.uk/research/lectures</a> E-mail: <a href="mailto:charis.stewart@ed.ac.uk">charis.stewart@ed.ac.uk</a>
20-25 Nov 2006 Japan	<b>Trade Mission</b> to Japan	Cámara de Comercio, Industria y Navegación de Gipuzkoa <a href="http://www.camaragipuzkoa.com">http://www.camaragipuzkoa.com</a> E-mail: <a href="mailto:dse@camaragipuzkoa.com">dse@camaragipuzkoa.com</a>
21 Nov 2006 Tokyo, Japan	<b>Exhibition</b> Grand Tasting - Vinitaly Japan 2006	VINITALY <a href="http://www.vinitaly.com/eventi_tourJapan.asp">http://www.vinitaly.com/eventi_tourJapan.asp</a> E-mail: <a href="mailto:vinitalyustour@veronafiare.it">vinitalyustour@veronafiare.it</a>
4 Dec 2006 Nyborg Strand, DK	<b>Workshop</b> "Critical factors for success in Japan"	Dansk Industry <a href="http://www.di.dk/Service/Kurser/Produktside/?productId=5136">http://www.di.dk/Service/Kurser/Produktside/?productId=5136</a> E-mail: <a href="mailto:di@di.dk">di@di.dk</a>
13 Dec 2006 Brussels, BE	<b>12th EU Policy Seminar</b> Review of the EU Emissions Trading Scheme and its prospects (tentative)	EU-Japan Centre for Industrial Cooperation  <a href="http://www.eu-japan.eu/japan/EU_Policy_Seminar_page.html">http://www.eu-japan.eu/japan/EU_Policy_Seminar_page.html</a> E-mail: <a href="mailto:seminar@eu-japan.eu">seminar@eu-japan.eu</a>
22 Jan - 9 Feb 2007 Tokyo, Japan	<b>Training Programme in Japan</b> for Japanese companies based in the EU <HRTP - Japan Industry Insight> Application deadline: 10 October 2006	EU-Japan Centre for Industrial Cooperation  <a href="http://www.eu-japan.eu/europe/hrtp_j.html">http://www.eu-japan.eu/europe/hrtp_j.html</a> E-mail: <a href="mailto:office@eu-japan.eu">office@eu-japan.eu</a> - Tel: +32 2 282 0042
26-27 Jan 2007 Leeds, UK	<b>Workshop</b> Cross-Cultural Mangement Practices in East Asia - Lessons from Japanese MNEs	University House - The University of Leeds <a href="http://www.smlc.leeds.ac.uk/eas/eas_content/home/home.asp">http://www.smlc.leeds.ac.uk/eas/eas_content/home/home.asp</a> E-mail: <a href="mailto:h.e.ashworth@leeds.ac.uk">h.e.ashworth@leeds.ac.uk</a>

Date / Location	Event	Contact
12-16 Mar 2007 Tokyo, Japan	<b>European Commission-funded Programme</b> <European Fashion Design Trade Mission> Application deadline: 16 October 2006	EU Gateway to Japan <a href="http://www.gatewaytojapan.org">http://www.gatewaytojapan.org</a> 
19-23 Feb 2007 Tokyo, Japan	<b>European Commission-funded Programme</b> Training Mission in Japan <Foreign Direct Investment in Japan> Application deadline: 15 November 2006	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/europe/fdi.html">http://www.eu-japan.eu/europe/fdi.html</a> E-mail: <a href="mailto:office@eu-japan.eu">office@eu-japan.eu</a> - Tel: +32 2 282 0042 
16-20 Apr 2007 Tokyo, Japan	<b>European Commission-funded Programme</b> <Construction Materials Trade Mission> Application deadline: 17 November 2006	EU Gateway to Japan <a href="http://www.gatewaytojapan.org">http://www.gatewaytojapan.org</a> 
4-9/11 Mar 2007 Tokyo, Japan	<b>European Commission-funded Programme</b> Training Mission in Japan <Distribution & Business Practices in Japan> Application deadline: 13 December 2006	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/europe/dbp.html">http://www.eu-japan.eu/europe/dbp.html</a> E-mail: <a href="mailto:office@eu-japan.eu">office@eu-japan.eu</a> - Tel: +32 2 282 3712 
14-18 May 2007 Tokyo, Japan	<b>European Commission-funded Programme</b> <Environmental Technologies Trade Mission> Application deadline: 18 December 2006	EU Gateway to Japan <a href="http://www.gatewaytojapan.org">http://www.gatewaytojapan.org</a> 
7 May-1/8 Jun 2007 Tokyo, Japan	<b>European Commission-funded Programme</b> Training Mission in Japan <HRTP-Japan Industry Insight> Application deadline: 16 February 2007	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/europe/hrtp.html">http://www.eu-japan.eu/europe/hrtp.html</a> E-mail: <a href="mailto:office@eu-japan.eu">office@eu-japan.eu</a> - Tel: +32 2 282 0042 

**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)**

