



NEWSLETTER

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The EU-Japan Centre for Industrial Cooperation

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

In this issue (among other topics):

- Seminar: EU-Japan Cooperation - Clusters and R&D Internationalisation seminar
- Seminar: Commercialising CCS in the EU & Japan - Development of regulatory frameworks & trial projects
- Investment Seminar for French Regions: Champagne-Ardenne, Ouest Atlantique and Languedoc-Roussillon
- EU-Japan Regional Cluster Forum - 2-3 December 2008 - Yokohama, Japan
- EC-funded activities - 2009 training programmes in Japan for EU managers
- EC-funded activities - EU Gateway Programme
- JST Call for Proposals to fund Researchers in Japan
- Intercultural Dialogue between Germany and Japan
- News in Brief

Forthcoming seminar on:



EU-Japan Cooperation Clusters and R&D Internationalisation

29 October 2008 - Belgium
UNIVERSITY FOUNDATION
Rue d'Egmont 11 - 1000 Brussels

The EU and its Member States see industrial clusters as a means to revitalising local economies based on innovation and R&D. Industrial clusters are networks of bodies such as companies, research institutes and universities in specific industrial fields sharing both the risks and benefits of innovation, and focusing on developing and commercially exploiting new technologies. Industrial clusters open to partnerships with foreign entities are able to penetrate global markets benefiting both the clusters' members and their international partners.

With increasing competition between businesses, global companies are looking to take maximum advantage of expert R&D and production subcontractors and to exploit specialist technologies developed by SMEs.

This seminar is aimed at people with a strategic role responsible for new business development in R&D, procurement, and sales and marketing activities in EU and Japanese companies. It will facilitate the creation of EU-Japan networks in relation to EU industrial clusters.

EU and Japanese companies interested in investing or developing cooperation in R&D in specific sectors will meet regional and national bodies supporting investment and competitiveness.

Organisers: EU-Japan Centre for Industrial Cooperation; Eurada;
Invest in France Agency

Partners: UK Trade & Investment; AWEX

More information:

<http://www.eu-japan.eu/global/seminar-29october08.html>

E-mail: seminar@eu-japan.eu

NEW VENUE!



Forthcoming seminars:

Commercialising CCS in the EU & Japan - Development of regulatory frameworks & trial projects

Wednesday, 12 November 2008, Brussels, Belgium
Venue: Museum of Natural Sciences



With global CO₂ emissions likely to rise 20% by 2025, there is much discussion in both Europe and Japan as to the role that carbon capture & storage (CCS) technology can play in reducing emissions, mitigating increased global warming and helping ensure energy security. The EU is adopting a legislative package to regulate and secure funding for demonstration projects. Japan has already amended its legislation, and will start large-scale verification tests from 2009.

This seminar will bring together regulators, industry and other interested parties to explain how Japan and the EU will implement their common wish to demonstrate and develop CCS technology. The first session will focus on regulatory aspects, the second session will look at the proposed demonstration projects and will hear the views of industry. The seminar will be held in English and admission is free, but you must pre-register (spaces are limited).

Organised by: EU-Japan Centre for Industrial Cooperation

More information: <http://www.eu-japan.eu/global/ccsseminar.html> - E-mail office@eu-japan.eu



Investment Seminar for the French Regions of Champagne-Ardenne, Ouest Atlantique and Languedoc-Roussillon

Tuesday, 14 October 2008, Tokyo, Japan
Venue: EU-Japan Centre for Industrial Cooperation

The EU-Japan Centre for Industrial Cooperation is pleased to announce an investment seminar with presentations by representatives of regional economic and investment promotion agencies from the above-mentioned regions of France.

A networking reception will be held after the seminar.

The seminar will be held in English and participation is free.

To register: please e-mail to seminar@eu-japan.gr.jp

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



EU-Japan Regional Cluster Forum - 2-3 December 2008 - Yokohama, Japan

Building cooperation between European and Japanese research & innovation regional clusters



Globalisation of research and innovation and global competition are putting a new emphasis on the role of regional clusters and further their development. Clusters increasingly see the need to link with other clusters on the international level, building on complementarities in order to improve their global reach.

In Europe, regional clusters seen as key drivers for competitiveness, innovation and regional development are being promoted through both national-level measures and EU-level support instruments, notably the 7th EU Research Framework Programme, the Cohesion Policy Funds and the Competitiveness and Innovation Programme.

In Japan, the Ministry of Education, Culture, Sport, Science & Technology (MEXT) and the Ministry of Economy, Trade & Industry (METI) have been promoting the «Knowledge Cluster Initiative», «City Area Programme» and «Industrial Cluster Project» for the reinforcement of the international competitiveness and development of regions.

The objective of the EU-Japan Regional Cluster Forum is to stimulate and facilitate global outreach of European and Japanese clusters through a) increasing mutual awareness on cluster policies, development methods and management practices, and b) fostering cooperation between research and innovation regional clusters in Europe and in Japan.

More information on: http://cordis.europa.eu/search/index.cfm?fuseaction=events.document&EV_RCN=29870

Centre's corner

Call for cooperation - Japan seminars in the EU

The EU-Japan Centre is looking for not-for-profit organisations throughout the EU that would be interested in co-organising and co-financing seminars targeted at national SMEs willing to (better) export to Japan. Expected outcomes of these seminars would include:

- Have a good understanding of Japanese work practices and how they differ from your own
- Be familiar with Japanese business protocol
- Understanding the Japanese concept of customer service
- What Japanese companies value most in their suppliers
- Japanese communication and negotiation styles: how they differ from your own and how to handle them
- Hierarchy and decision-making power: understanding who is who in the hierarchy and who has the influence you need
- Have the understanding and tools to improve your Japanese customers' satisfaction
- Gain confidence in communicating and negotiating with Japanese

- Be able to identify Japanese decision-makers and approach them appropriately

For more information, please contact Jessica Michelson at: +32 2 282 0043 or e-mail to jessica@eu-japan.eu

Job Offer

Accountant

The EU-Japan Centre is looking for a temporary part-time accountant to replace a staff member on maternity leave between 5 January and 15 May 2009.

Main tasks include general accounting, cash management, liaison with our Tokyo Head Office, on-line bank transfers.

Other tasks include support for the organisation of various EU-Japan events.

Working time ca. 24 hours / week.

Fluency in Japanese and English a must.

For further details, please contact Mrs Masayo Shimizu at: +32 2 2823711 or e-mail to: masayo@eu-japan.eu



EC-funded training activities in Japan for EU managers

The EU-Japan Centre is currently inviting applications for the following training activities :

CALL FOR APPLICATIONS

< Foreign Direct Investment in Japan >

5-day training mission in Japan

For EU managers, such as Finance Directors, responsible for corporate financial strategy

This short course on FDI in Japan for EU firms will provide 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.

Training dates: 2 to 6 February 2009

Application deadline: 6 November 2008

< Distribution & Business Practices in Japan >

5-day training mission in Japan

For EU managers, such as Export Managers, working for EU companies

«Distribution & Business Practices in Japan» mission will help EU companies to acquire useful tools for building an effective marketing strategy for the Japanese / Asian markets.

The course will also help participants to understand how existing distribution channels successfully adjust their strategy to develop segmentation and product differentiation in the Japanese market.

Training dates: 23 to 27 February 2009

Application deadline: 11 December 2008



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

EU Gateway Programme for Japan

25 - 29 May 2009 - Tokyo, Japan

Launch of the recruitment for the EU Gateway business week in Tokyo on Environmental and Energy-related Technologies.

The event will take place in Tokyo from 25 to 29 May 2009.

Applications via the Programme website from 29 September 2008 to 5 January 2009.

The EU Gateway Programme provides EU companies with the tools to develop a strong foothold in the Japanese and Korean markets. It includes strategic business sectors where EU companies have the potential to offer to Japanese and Korean business partners some high-quality and innovative technologies and products with competitive advantage.

For your information, the application period for the Fashion event is still open until 24 October 2008.

Organised by: European Commission - Directorate-General for External Relations

More information: <http://www.eu-gateway.eu>



JST Call for Proposals to fund Researchers in Japan

Participating in EU Environment Research Consortia

JST (Japan Science & Technology Agency) has launched a call for proposals for researchers in Japan involved in EU research consortia under 6 topics (see below) of the Environment theme 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 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 JST's evaluation.

The 6 FP7 Environment research topics concerned by the JST call for proposals are:

ENV.2009.1.3.3.1 Risk, prevention and management of urban floods

ENV.2009.2.1.2.1 Water management and climate change impacts in the long-term perspective

ENV.2009.3.1.1.1 Adaptation of water supply and sanitation systems to cope with climate change

ENV.2009.3.1.5.1 Technologies for improved safety of the built environment in relation to flood events

ENV.2009.3.1.6.1 Innovative coastal defence technologies

ENV.2009.3.3.2.1 Improved Life Cycle Impact Assessment methods (LCIA) for better sustainability assessment of technologies



The JST call for proposals is open from 24 September 2008 to 8 January 2009 (same deadline as the EC call for proposals).

The JST maximum budget per participant is 22.5 million yen (approx. EUR 150,000) for three years.

More information is available from the JST website:

<http://www.jst.go.jp/inter/index.html> (in Japanese) - <http://www.jst.go.jp/inter/english/index.html> (in English)

http://cordis.europa.eu/fp7/dc/index.cfm?fuseaction=UserSite.CooperationDetailsCallPage&call_id=142

Global Europe: the way forward

28 October 2008 - Brussels, Belgium
European Commission (Charlemagne building)



BUSINESSEUROPE is organising a big conference dedicated to the International Competitiveness of the EU. The conference will address challenges for business in EU trade, environmental, innovation, regulatory and development policies over the next few years. Speakers will include CEOs from major companies as well as five EU Commissioners, members of the EU Parliament and from EU Member States.

BUSINESSEUROPE strongly encourages participation from Japanese companies and business representatives at this conference.

More information: <http://www.businesseurope.eu>

Intercultural Dialogue between Germany and Japan

Tuesday, 18 November 2008 - Berlin, Germany

To commemorate the Canon Foundation in Europe's 20 years existence, a series of public lectures will be organised over the next 5 years throughout Europe.

The latest lecture in this series will be given in Berlin on Tuesday, 18 November 2008 by Professor Horst Albach, Professor Emeritus of Management at the Humboldt University, Berlin from 18:00-19:05. Following on from the lecture, attendees are invited to a reception ending at 19:45.

Professor Albach will approach the topic of Intercultural Dialogue from the economic, social, cultural and political sides. He will explain about the reasons for a dialogue which are, amongst others, a better understanding of oneself and the culture in which each partner to the dialogue lives, and competition in each partner's home market and in the global markets. For an economist, competition is an important reason for intercultural communication.

Admission free.

As registration is required for the lecture, please e-mail: foundation@canon-europe.com

Organised by: Canon Foundation In Europe and Japanese-German Center Berlin

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



German-Japanese Workshop EcoDesign

30 October 2008 – Tokyo, Japan

Ever since the World Summit on Sustainable Development in 2002 in Johannesburg (South Africa), public interest in sustainable development has increased. Product design plays a central role in this context, because the production and consumption of a product's energy rating is determined up to 90% in the design phase of the product. Accordingly, sustainable design may optimise energy efficiency, minimise the production of waste, have little impact on natural resources, educate social practices and thus contribute decisively to the success of sustainable development.

Main speakers will be: A. Kupetz, German Design Council, Prof. R. Yamamoto, University of Tokyo, Prof. F. Masuda, Tokyo Zoken University, Prof. U. Tischner, Design Academy Eindhoven, E. Frühbrodt, Heidelberger Druckmaschinen AG

Organised by: Japanese-German Center Berlin; International Design Center Berlin and German Chamber for Industry & Trade in Japan, Tokyo

More information: <http://www.jdzb.de/>

Symposium

Internationalisation of Labour and Employment: Educating Internationally-Minded Decision-Makers

16 October 2008 – Keidanren Kaikan, Tokyo, Japan

On the occasion of celebrating 25 years of DAAD's Japan scholarship programme ("Sprache und Praxis in Japan – Programm"), the Japanese-German Center Berlin and the DAAD Tokyo Office are jointly organising a symposium.

Recruitment and immigration of highly qualified employees from abroad is an important issue - worldwide. The aim of the symposium is to shed light on the current situation of large and medium-sized international businesses in Japan with regard to their international employment schemes. The main focus of the symposium will be on recruitment policies in connection with labour market reform issues and their role for efficient reallocation of human resources as well as career biographies. Questions to be discussed are:

- In which positions are foreign employees presently working in Japanese companies/international companies in Japan, and what training do they have or should they have?
- What reasons do such companies have for hiring highly qualified employees from abroad? What seems to be the advantage of having (some) Japanese-speaking foreign employees in a Japan-based company?

DAAD, Tokyo Office - German Cultural Center, 7-5-56 Akasaka, Minato-ku, Tokyo 107-0052 - Tel: +81 (3) 3582 5962

Organised by: Japanese-German Center Berlin and German Academic Exchange Service, Tokyo

More information: <http://www.jdzb.de/>



Czech Investment Seminar in Tokyo

20 November 2008 - Tokyo, Japan

Japan Bank for International Cooperation (JBIC), Japan Institute for Overseas Investment (JOI), Tokyo Chamber of Commerce & Industry, United Nations Industrial Development Organization (UNIDO), Japan External Trade Organization* (JETRO) (* to be confirmed)



A Czech Investment Seminar will be organised by the Czech Investment Promotion Agency (CzechInvest) and supported by a variety of Japanese partners (CzechInvest thanks them for their support). This year the event will be held in Tokyo (the last 2 years it was Yokohama). The event, where participation is free of charge and there will be non-simultaneous interpretation from English to Japanese, will be held with the aim of informing Japanese clients about new investment opportunities (e.g. into renewable resources) and changes in the Czech business environment. In addition to other visitors the Czech Ambassador to Tokyo, H.E. Jaromír Novotný, will participate at the event.

More information: <http://www.czechinvest.org/jp/events>

Prague hosted the best in Japanese research

The Czech Republic hosted the 4th annual Czech-Japan Science and Technology Days (CJSTD) from 13-15 May 2008.

The event, which featured the participation of top scientists from Japan and the Czech Republic, was held under the auspices of Prime Minister Mirek Topolánek, who is also chairman of the Council for Research & Development.

The primary aim of CJSTD was to present and to offer concrete opportunities for cooperation between Czech and Japanese research organisations and companies.

More information: <http://www.czechinvest.org/en/prague-hosts-the-best-in-japanese-research>



ESF-JSPS Conference for Young Researchers on: 'Social cognitive neuroscience'

27 February – 4 March 2009 - Acquafredda di Maratea, Italy



The conference will focus on the emerging interdisciplinary perspective of social cognitive neuroscience and discuss human behaviour as the result of neural as well as socio-cultural processes.

The conference is aimed at young scholars and scientists based in countries of ESF membership and Japan, with grants available to cover their participation and travel costs.

Closing date for applications and abstract submissions: 14 October 2008

Organised by the European Science Foundation (ESF) and the Japan Society for the Promotion of Science (JSPS)

More information: <http://www.esf.org/conferences/09263>

The Japan Market Expansion Competition

14 October; 23 October 2008 - Tokyo, Japan



On 13 June 2008, the Japan Market Expansion Competition named the winners of its 14th programme year. Two of the top three winning teams represented EU-based organisations, including Robeco Institutional Asset Management B.V., and NRW.INVEST Germany/NRW Japan K.K. Congratulations to all who took part! JMEC is a programme whose goal is to foster the development of foreign business in Japan. The programme is about to begin its 15th year in Japan and is looking for both individuals interested in learning more about doing business in Japan and companies interested in receiving a custom business plan addressing their needs in the Japanese market.

An information session for the upcoming programme year is scheduled for 14 October and a breakfast session is scheduled for 23 October. Sessions are free, but registration is required.

Organised by: Japan Market Expansion Competition (JMEC)

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

NEC opens broadband service centre in Madrid

(CINCO DIAS - 26 June 2008)

Japanese giant NEC has established a software and service factory to boost broadband. This is news which appeared in the Spanish economic newspaper "Cinco Días", on 26 June 2008.

The centre is part of the multinational's strategy overhaul as it looks for value propositions in the face of a price war with its Chinese competitors. NEC Iberica's new CEO, Jaime Serrano, emphasised that the corporation has chosen Spain to drive this change. For two reasons: firstly, because the group, which currently generates 70% of its revenue in the Japanese market, wants to increase the share of its international business to over 40%, and secondly, because one of NEC's most important clients, Telefónica, is based in Spain.

As a sign of this commitment the group has established an added-value service centre in Madrid which will focus on developments for the whole of Europe, creating applications for broadband.

More information:

<http://www.esmadrid.com/madridemprende/jsp/hemeroteca.jsp?id=361>

Lean Management Summit 2008

27 – 28 October 2008 - Utrecht, the Netherlands

For the fifth time the Lean Management Instituut Netherlands is organising a conference in the field of Lean.

During the summit there will be several guest speakers including Prof. Daniel Jones (founder of the Lean enterprise Academy and author of "Lean Thinking"), Dave Brunt (author of "Creating Lean Dealers"), Gilberto Kosaka (former GM and Director of Toyota Brazil a few years ago and Executive Director of the Lean Institute Brazil) and Victor Conde (worked for Ford and Visteon and won Toyota's "Best Supplier of the Year" Award).

Additionally various reputable organisations such as AkzoNobel, Brush, Fortis ASR, Pon Power, Sabic, Safan and Gent University Hospital, tell their lean story about the pitfalls and the success they have achieved through Lean.

More information: <http://www.leaninstituut.nl>

Tokyo Business Seminar

23 October 2008 from 14:00 - 16:40 - Tokyo, Japan

Organised for the first time by: Tokyo Metropolitan Government and Tokyo Business Entry Point for the benefit of foreign businesses

Theme of the seminar: Introducing business potentials in Tokyo and various support services provided by Tokyo Metropolitan Government for business development of foreign-affiliated companies.

Attendees and presenters will include prominent foreign business people from foreign-affiliated firms, embassies, and chambers of commerce in Tokyo. Successful foreign business people will provide their insights into the benefits of doing business in Tokyo. Proactive services, from business start-up assistance to an operational stage including business matching, will also be explained.



Registration free – e-mail your RSVP to support@tokyo-business.jp

More information:

<http://www.tokyo-business.jp/index.html>



5th Technology Seminar on Innovation: From Space to Automotive

28 October 2008 at 14:30 - Toyota Technology Museum, Nagoya, Japan

Because technologies developed for space are a source of inspiration for the automotive sector that leads to a transfer of applications, creating a link between space researches and automotive makes sense.

The Liège Space Centre is one of the major space authorities in Europe. Its reputation of innovation and reliability has crossed continents too, as it is also working with NASA on special projects. During the seminar, the LSC will introduce some of its recent work on nano-surfaces and photovoltaic cells.

AWEX hopes that it will lead to R&D collaborations between Belgium and Japan to cultivate innovation!



Organised by: Wallonia Foreign Trade & Investment Agency (AWEX) - Japan

More information: <http://www.investinwallonia.jp>

Contact: Ms Keiko Okada at ofjapan@investinwallonia.jp

World Sustainable Energy Days

25 – 27 February 2009 - Stadthalle Wels,
4600 Wels, Austria



The World Sustainable Energy Days, the largest annual conference in the field of sustainable energy use in Europe, covering energy efficiency and renewable energy sources for buildings and industry, will once again offer a unique combination of events:

European Pellet Conference

Efficiency 09 - European Energy Efficiency Conference:

- Energy Efficiency Services - Markets and Technologies

- Energy Efficiency Watch

- Energy Efficient Cooling of Buildings

Regional Biomass Action Plans

Technical site visits

Five conferences - which present the latest technology trends, outstanding examples and European strategies - and the "Energie sparmesse", an important energy exhibition, offer ideal opportunities to establish new partnerships.

In 2008 the conference attracted more than 950 participants from 61 countries.

For more information please visit: <http://www.wsed.at>

or contact O.Ö. Energiesparverband, Landstrasse 45, 4020 Linz, tel. +43-732-7720-14380, e-mail: office@esv.or.at, <http://www.esv.or.at>,

10th JAMA-CLEPA Business Conference

The 10th JAMA-CLEPA Business Conference will take place in Ljubljana, Slovenia from 2-5 June 2009.

The purpose of this event is to offer a unique opportunity for any supplier of automotive technology and products to initiate or strengthen commercial ties with Japanese vehicle manufacturers.

In more than 20 years presence in Europe the purchasing of European parts by Japanese automakers has steadily increased and was worth 15.12 billion euro in 2007. Previous JAMA-CLEPA conferences have played a significant role in expanding the scale of Japanese-European business partnerships and still offer substantial opportunities of long-term relationships to innovative suppliers.

The JAMA-CLEPA Business Conference is a unique opportunity for automotive suppliers to meet with decision-makers, purchasers and engineers from all Japanese vehicle manufacturers for 4 days in a single location.

Since the first edition in Paris (1995), it has provided the most cost effective and feasible way for European-based suppliers to make contact with Japanese vehicle manufacturers in a business-friendly and confidential environment.

More information: <http://www.jama-clepa.com/info.php>

Latvian Tourism and Investment seminars



5 – 7 November 2008 - Tokyo & Osaka, Japan

Within the framework of the visit of the Minister of Economics of the Republic of Latvia and the Mayor of Riga City, two seminars will be held in Japan: a tourism seminar in Tokyo, on 5 November and an investment seminar in Osaka, on 7 November. All interested parties are welcome to participate.

Organised by: Embassy of Latvia in Japan, Riga City Council, Latvian Investment Agency, Latvian Tourism Agency

Please apply at: embassy.japan@mfa.gov.lv

The 18th Belgian Japanese Oral Competition

22 November 2008 – Application deadline: 3 November 2008

The lucky winner will receive a roundtrip ticket for one person to go to Japan. This competition is open only to Belgian nationals, or to non-Japanese residents of Belgium or a border region.

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

XI Forum Spain-Japan

3 – 4 October 2008 - Santiago de Compostela, Spain

This forum, created in 1997, is an instrument to promote bilateral relations in the political, economic, social and cultural fields, supported by the Ministries of Foreign Affairs of both countries. The conference programme will deal with different aspects of mutual interest such as academic exchanges, innovation, architecture and design or trade relations.

The conference sessions will take place in the monumental capital of Galicia, World Heritage Site since 1985.

Organised by: Fundación Consejo España-Japón and Government of Galicia & Spanish Ministry of Foreign Affairs and Cooperation

More information: <http://www.fundaciongaliciaeuropa.eu>

Four centuries of Japanese-Dutch trade relations



1609-2009

In 2009 the Netherlands and Japan will celebrate 400 years of bilateral trade relations which began when the Japanese Shogun Tokugawa Ieyasu granted the Dutch East India Company a permit to establish a permanent trading post. This trade permit signalled the first official agreement between the two countries. In addition, 150 years of official diplomatic relations have been celebrated in 2008. Four centuries after a trade permit was issued, bilateral trade, investments, technological cooperation and cultural exchange have continued to contribute to the flourishing Dutch-Japanese relations which so happily exist today.

More information: <http://www.400jaarhandel.nl/index.php>

The official site of the Netherlands in Japan:

<http://www.nihonoranda.jp/en/about>

German Innovation Award

It is launched to promote international industry-academia collaboration:

- Gottfried Wagener Prize aimed at promoting innovations and supporting young Japanese scientists
- Project sponsored by 12 German companies, and supported by Japanese universities and research institutes

Tokyo, 12 June 2008 – Twelve technology-focused German companies and the German Chamber of Commerce & Industry in Japan launched the German Innovation Award to encourage and support young scientists in Japan.

German Innovation Award Secretariat

c/o German Chamber of Commerce & Industry in Japan

e-mail: info@german-innovation-award.jp

<http://www.german-innovation-award.jp/?EN>

More information:

http://www.japan.ahk.de/fileadmin/user_upload/Dokumente/Newsletter_Aktuell/GIA_pressinfo_12jun_engl.pdf