UPCOMING ACTIVITIES

Managerial training courses

**WCM 2003**
Course dates: 10-14 Nov 2003

**HRT 35**
Course dates: 2-27 Feb 2004
Application deadline: 7 Nov 2003

**DBP 2004**
Course dates: 1-8 Mar 2004
Application deadline: 31 Jan 2004

Host a Japanese Trainee

**Volcanus in Europe**
Application deadline for EU host companies: 26 Sep 2003

The EU-Japan Centre for Industrial Cooperation

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**
Nikko Ichibancho Bldg. 4F, 13-3 Ichibancho, Chiyoda-ku, Tokyo 102-0082
Tel: +81 (0)3 3221 6161
Fax: +81 (0)3 3221 6226
Email: eujapan@eujapan.gr.jp
Website: [http://www.eujapan.gr.jp](http://www.eujapan.gr.jp)

**European Office**
Rue Marie de Bourgogne 52, B-1000 Brussels, Belgium
Tel: +32 (0)2 282 0040
Fax: +32 (0)2 282 0045
Email: office@eujapan.com
Website: [http://www.eujapan.com](http://www.eujapan.com)

**EU-JAPAN Brief** is an occasional newsletter produced by the European Office of the EU-Japan Centre, primarily intended to provide EU-Japan news to the Former Participants in the Centre's training programmes.

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**WELCOME TO**

Shiro Akiyama

After graduating from the Economics and Political Science Department of Waseda University (Tokyo), Shiro Akiyama joined JETRO in 1995. In June 2000 he was posted to the Abidjan Branch as General Manager, and in August 2003 he became the Japan-side Co-Director of the European Office of the Centre, succeeding Tomotsugu Iwata, now back in Tokyo.

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**TESTIMONIAL**

“This 34th HRT 3 programme offered a unique opportunity to combine my individual business appointments with training on almost all aspects of Japanese society and business. Lessons, the joint-study programme and a trip to Gifu were very stimulating and gave me a very good and balanced picture of Japanese society, and an increased understanding of the behaviour, business culture and the nature of Japanese people. I would like to extend my sincere thanks to the staff of the Tokyo and Brussels EU-Japan Centre for their wonderful work and support during and before the course.”

Ari Kosonen - AVECONTROL LTD. - HRT 34 - 2003

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**SUCCESS STORY**

“My company is very much involved in Japan-related matters. After the 32nd HRT, we have succeeded in starting Japanese-European cooperation in ODA consulting, and the first two consultants have already completed their work in the Japanese company team in Sri Lanka. This is a unique achievement. And we have now already three Japanese members who live in Finland and are providing Japanese language services for Finnish companies, translations and training.”

Tapani Jussila - Kanki International Oy Helsinki - HRT 32 - 2003

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"Success Stories" BOOKLET

For more examples of participants' experiences, please request our Success Stories booklet (free of charge) or consult it on-line at [http://www.eujapan.com/europe/successtories.pdf](http://www.eujapan.com/europe/successstories.pdf)
Growth gathers pace in Japan

Japan’s economy picked up speed between April and June as more investment by companies and an unexpected increase in personal spending underpinned the best growth for nine months. Figures issued by the government showed that in the three months to June the economy grew 0.6%, well ahead of the 0.2% forecast by economists.

EXPO 2005 AICHI JAPAN

“The 2005 World Exposition – Aichi, Japan”... The overriding imperative for humanity in the 21st century is that of rediscovering nature’s wisdom to once more resonate in harmony with the rest of life and nature.

Seto City, Nagakute Town, Toyota City, in Aichi Prefecture, Japan

Duration: 25 March - 25 September 2005


Official mascots

Kiccaro and Morizo


doctor "MY JOHOGEN"...

The ultimate guide to Japanese information on business, technology & commerce, now on-line.

http://www.myjohogen.com/

WORLD CLASS MANUFACTURING

Our most successful flag-ship training course on World Class Manufacturing in Japan received applications from 40 EU senior executives wanting to acquire a better understanding of TQC, TQM, JIT and KAIZEN-like manufacturing methods. 15 of them will be selected to participate in the one-week session in November 2003. They will first benefit from a pre-departure briefing in October at Campbell’s Grocery Products Ltd. in UK.

The programme co-ordinator is Professor Hajime Yamashina of the Department of Precision Engineering, Graduate School of Engineering, Kyoto University and an Affiliate Professor at the Graduate School of London University. The EU advisor is Dr Richard Keegan of Enterprise Ireland, a specialist in the areas of World Class Business and Benchmarking.

READ ON:

BBC NEWS on-line on 12/08/03 (http://news.bbc.co.uk/2/hi/business/3143227.stm)

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_SURVEY_

“8th Survey on Attitudes of Foreign Companies Toward Direct Investment in Japan”...

The business environment surrounding foreign-affiliated companies improved:

http://www.jetro.go.jp/ec/e/stat/surveys/foreign_companies.pdf

JOB OFFER

The Brussels Office of the EU-Japan Centre is looking for a part-time Information Officer to start an information service for Japanese companies in Europe. His/her tasks will consist of providing relevant EU information and coordination of business events. Priority will be given to applicants based on his/her knowledge of Japanese (speaking, reading and writing). Knowledge of the EU institutions would be an asset.

Please send CV and covering letter to S. Akiyama, Director:
s.akiyama@eujapan.com

THIS COLUMN IS YOURS

If you are offering a job in relation with Japan, you are searching for a new job in relation with Japan, or you have an important message to share with your fellow Alumni, etc., please feel free to send us a short text.

ALUMNI NETWORK

Earlier this month, the Centre officially launched the creation of its Alumni Network: a network connecting nearly 1,400 former participants in all the training programmes organised, to date, by the Centre.

Some of you have kindly agreed to become local representatives for the Network:

For Finland: Risto KALSKE (risto.kalake@sitra.fi)
For France: Hélène ABRAND (helenet@noos.fr)
For Germany: Achim REINHARDT (achim@ark-executives.com)
For Greece: Elizabeth NIKOLAIDIS (nikolaidis@otenet.gr)
For Ireland: Richard KEEGAN (richard.keegan@enterprise-ireland.com)
For Italy: Ralph KLEMP (klemp@tin.it)
For Sweden: Anders BOHMAN (anders.bohman@yahoo.se)
For United Kingdom: Isabelle TRIMAILLE (isabelle@uiae.org.uk)

Local representatives from Austria, Belgium, Denmark, Luxembourg, Spain, Portugal, The Netherlands, and other European countries still have to be announced.

Achim, our local rep. in Germany, has already planned to organise a get-together meeting for ex-HRTP 34 people in mid-December in Brussels on the occasion of the pre-departure briefing for HRTP 35. This is a most welcome initiative! Achim hopes that, in the long run, such networking will lead to reinforced sharing of Japan-related experiences, easier searches for business partners or opportunities and ... nice occasions to have fun together in a Japanese fashion!

_JETRO Press Releases-

The Japan External Trade Organization (JETRO) released a summary of its White Paper on International Trade and Foreign Direct Investment, entitled “Facilitating the restructuring of Japanese businesses through integration with East Asia”.

<table>
<thead>
<tr>
<th>Date / Location</th>
<th>Business Event</th>
<th>Contact</th>
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</thead>
<tbody>
<tr>
<td><strong>September 2003</strong></td>
<td>Region-to-region programme between Copenhagen and Fukuyama Research delegation in welfare equipment</td>
<td>Further info: Yuka Larsen, <a href="mailto:nl@jetro.dk">nl@jetro.dk</a></td>
</tr>
<tr>
<td>18 September 2003</td>
<td>JOHOGEN Seminar “Marketing Strategies for Today's Japan” by Kenneth A. Grossberg, Prof. of Marketing, Waseda Business School</td>
<td>Register on-line (see web link in Business Event column)</td>
</tr>
<tr>
<td><strong>8 October 2003</strong></td>
<td>Challenge Towards World Class Manufacturing 2003 Pre-departure briefing in UK</td>
<td><a href="http://www.eujapan.com/europe/">http://www.eujapan.com/europe/</a> manufacture.html</td>
</tr>
<tr>
<td><strong>15 October 2003</strong></td>
<td>“Economic relations with Japan: export and investment promotion” Seminar about the ways to do business with Japan, JETRO programmes to encourage export and investment, and the experience of Catalan companies with economic ties with Japan</td>
<td>International Promotion Service, Barcelona Chamber of Commerce, Mr. Jaume Almirall, <a href="mailto:jalmirall@mail.cambrabcn.es">jalmirall@mail.cambrabcn.es</a></td>
</tr>
<tr>
<td><strong>16 October 2003</strong></td>
<td>“Global changes in one second” lecture organised by the Technical Attaché Office in Tokyo and the Sweden-Japan Foundation. Speaker: Prof. Ryoichi Yamamoto from Tokyo University. Prof. Yamamoto is a central person within eco-design and resource efficiency in Japan.</td>
<td>Register by latest October 10th at <a href="mailto:info@sweiap.a.se">info@sweiap.a.se</a> or +46 8 6116873</td>
</tr>
<tr>
<td><strong>10 - 14 November 2003</strong></td>
<td>Challenge Towards World Class Manufacturing 2003 Managerial course in Japan</td>
<td><a href="http://www.eujapan.com/europe/">http://www.eujapan.com/europe/</a> manufacture.html</td>
</tr>
<tr>
<td><strong>3 December 2003</strong></td>
<td>“Osez le Japon, vos investissements et vos partenariats” Symposium held at the Centre de Conférences Pierre Mendes France, Ministère de l’Economie, des Finances et de l’Industrie</td>
<td>Register by JETRO Paris, Ms. Patricia Cohen, tel +33 1 42 61 27 27, fax +33 42 61 27 27</td>
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</tbody>
</table>

**EEUU--JJAAPPAANN Brief**
### Cultural Event

<table>
<thead>
<tr>
<th>Date / Location</th>
<th>Event</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>29 August - 26 October 2003</td>
<td>Soul and beauty of Japan Masterpieces from the Tokyo National Museum</td>
<td>Kunst- und Ausstellungshalle der Bundesrepublik Deutschland</td>
</tr>
<tr>
<td>Bonn, Germany</td>
<td></td>
<td><a href="http://www.kah-bonn.de/">http://www.kah-bonn.de/</a></td>
</tr>
<tr>
<td>5 - 30 September 2003</td>
<td>Discover Japan Through Contemporary Posters</td>
<td>Consulate General of Japan in Edinburgh - Culture and Events</td>
</tr>
<tr>
<td>Glasgow, United Kingdom</td>
<td>A showcase for Japanese graphic talent comprising 75 commercial</td>
<td><a href="http://www.edinburgh.uk.emb-japan.go.jp/culture1.htm">http://www.edinburgh.uk.emb-japan.go.jp/culture1.htm</a></td>
</tr>
<tr>
<td></td>
<td>posters created during the late 1990s</td>
<td></td>
</tr>
<tr>
<td>14 September 2003, 11:00</td>
<td>Coro Maschile Ropponghi (male chorus)</td>
<td>Information and tickets at</td>
</tr>
<tr>
<td>Vienna, Austria</td>
<td><a href="http://www.tenorcup.com/6ponghi/dt/eu03.html">http://www.tenorcup.com/6ponghi/dt/eu03.html</a></td>
<td><a href="mailto:tickets@musikverein.at">tickets@musikverein.at</a> or</td>
</tr>
<tr>
<td></td>
<td>The programme includes pieces by Shigeaki Saegusa (world première)</td>
<td>+43-1-505-8190</td>
</tr>
<tr>
<td></td>
<td>and popular Japanese songs</td>
<td>Musikverein, Bösendorferstraße 12</td>
</tr>
<tr>
<td>16 September 2003, 20:00</td>
<td>Double Vision</td>
<td>Tickets at +43-316-2003-1200</td>
</tr>
<tr>
<td>Graz, Austria</td>
<td>An exhibition combining the work of 4 young Japanese artists</td>
<td>Minoriten Saal, Mariahilferplatz 3</td>
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<tr>
<td>15 - 26 September 2003 (1st part)</td>
<td></td>
<td></td>
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<tr>
<td>29 October 2003 (2nd part)</td>
<td></td>
<td></td>
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<tr>
<td>London, United Kingdom</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18 September 2003, 20:00</td>
<td>Coro Maschile Ropponghi (male chorus) (see above)</td>
<td>Information and tickets at</td>
</tr>
<tr>
<td>Berlin, Germany</td>
<td></td>
<td><a href="mailto:info@konzerthaus.de">info@konzerthaus.de</a> or +49-030-20 30 9-0</td>
</tr>
<tr>
<td>19 September 2003 - 4 January 2004</td>
<td>No-Theatre, Costumes and Masks</td>
<td>Konzerthaus Berlin, Gendarmenmarkt</td>
</tr>
<tr>
<td>Tue-Sun 10:00-17:00, Wed 10:00-20:00</td>
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<tr>
<td>Vienna, Austria</td>
<td>Atsuko Temma (violinist) Concert programme includes works by Bach,</td>
<td>Austrian Theatre Museum</td>
</tr>
<tr>
<td>29 September 2003, 20:00</td>
<td>Asei Kobayashi and Porumbescu</td>
<td><a href="http://www.at.emb-japan.go.jp/">http://www.at.emb-japan.go.jp/</a></td>
</tr>
<tr>
<td>Brussels, Belgium</td>
<td>Reservation required before 22 September 2003!</td>
<td></td>
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</tbody>
</table>