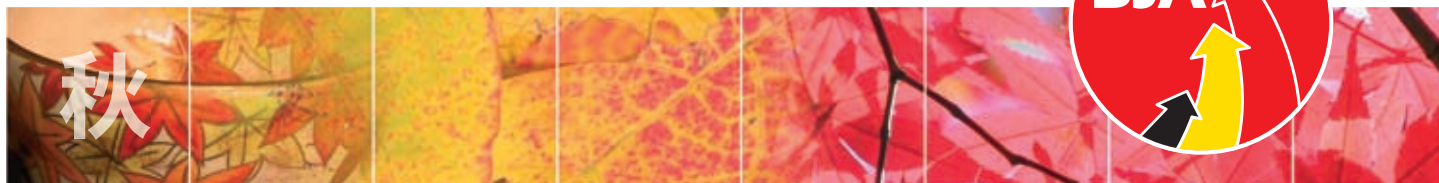


# Belgium-Japan Association

& Chamber of Commerce ASBL- VZW



Number 72 - September 2006

## Trade Flows & Cultural News

### Bright future lies ahead

by Mr Kiyoshi Masuko, President, Mitsui & Co, Benelux SA/NV, Vice-President BJA

There is no doubt that 2005 was a kind of epoch making year between Belgium and Japan. We had so many events, such as the Belgian participation in the World Expo in Aichi, the signing of a Social Security agreement between Belgium and Japan, and the continuation of the Young Executive Stay in Japan, etc., which has formed a good relationship between the two countries. These are the results of continuous efforts by many Japanese and Belgian people. Some figures show how these two countries are closer and growing into a real partnership. In the past ten years, the trade amount (export from Japan to Belgium) increased by 1.8 times, which is extremely high compared with other European countries. At the same time, the Japanese direct investment into EU countries increased almost 20% every year from 2000 to 2004. The number of Japanese companies in Belgium is increasing to 240 and Japanese people moving to this country are also rapidly increasing to more than 6,000. Such increases cannot be found in other European countries.

Some times our eyes are caught by the GDP growth rate of Asian countries, but we should re-recognize the stable development in EU countries, which has a

bright prospect by enlarging its economic area.

When we make an analysis about GDP per head, the Belgian number is very high among the European countries. I suppose the reason is that Belgium is oriented to international trade as the center in cultural aspect, the capital in political aspect and the hub in economic aspect of Europe, which is an attractive point of Belgium, also for Japanese people.

The close relationship between Japan and Belgium gives an important role to Belgium-Japan Association and Chamber of Commerce (BJA) and also to the Japanese Association in Belgium (NIHONJINKAI).

The most important mission of the BJA is the enhancement of friendship, cooperation of economic growth, and cultural exchanges between the two countries. This mission is realized by the people who volunteer to perform all these activities for their love of Belgium. Fortunately all Japanese members of BJA love Belgium and wish to contribute to Belgian society and economy.

I believe that a bright future lies ahead if the people concerned give some thought to the two countries.



Mr Kiyoshi Masuko,  
President,  
Mitsui & Co Benelux SA/NV,  
Vice-President BJA

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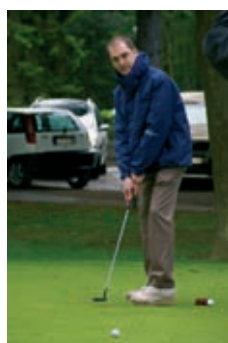
# BJA Golf Cup and Golf Initiation

Saturday, 20 May 2006 – Golf du Bercuit

On Saturday, 20 May, the Cultural Committee of the Belgium-Japan Association & Chamber of Commerce had the pleasure of inviting the members of BJA and friends to the BJA Golf Cup and Golf Initiation at the Bercuit Golf Club. Despite unfortunate stormy weather on this day, nearly 30 golf enthusiasts joined together for a round of golf together with a group of courageous participants for the Golf Initiation. During the events, Lexus Belgium kindly offered participants refreshments after the 9<sup>th</sup> hole as well as a pleasant cocktail in the Clubhouse after the game.

Prize Ceremony was opened by welcome words from the main sponsor, Mr Eric Janssen, General Manager PR of Lexus Belgium, followed by a prize giving for the 'Chipping & Putting' competition by the Golf Initiation group. The winner for this competition was Mrs Marie-Amélie de Potter, Public Relations of Martin's Hotels. For the 18-hole team competition, the defending champion Japan team won again the hot match, Japan vs. EU, and the team captain, HE Mr Shohei Naito, Japanese Ambassador to Belgium, who honored us in participating 18<sup>th</sup> hole competition, received the winning trophy.

Among many prizewinners in the individual competition, Mr Eizo Shibata, Managing Director of CMK Europe won the best net score. At the end of the Prize Ceremony, HE Ambassador Naito followed by the captain of EU team, Mr Jean-Albert Moorkens, Honorary Vice-President of BJA, kindly extended warm speech to the participants. Thanks to the generous support by the main sponsor, Lexus Belgium, as well as other BJA member companies mentioned here below, all participants could bring home some splendid prizes and once again this exceptional event has ended with a great success.



The group of Golf Initiation participants all joined for the refreshments at the Lexus Tent on the 9<sup>th</sup> hole together with the golf instructor and his assistant.



HE Ambassador Naito receives the winning trophy for the team competition from Mrs Anja Kellens, Executive Director of BJA



Mr Cornelil of All Nippon Airways handing over a return ticket to Japan to Mr Fujikami, General Manager of Kaneka Belgium, praising himself very lucky with the prize.



Mr Takashi Muramatsu, Managing Director of Ajinomoto Omnicem receives a Lexus prize from Mr Eric Janssen, Public Relations Manager of Toyota Belgium.



Mr Nicolas De Wagheneire, Public Relations of Martin's Hotels receives a Bridgestone golf bag from Mr Eric Motte, Vice-President HR Europe of Bridgestone Europe



Hotel SG Plaza  
BRUSSELS  
\*\*\*\*\*







# VIP Visit to the Port of Zeebrugge and Bridgestone

Thursday, 15 June 2006 – Zeebrugge



Thanks to the generous support by the Port Authority Zeebrugge and Bridgestone, the Belgium-Japan Association & Chamber of Commerce took pleasure in inviting the company members to the vibrant port of Zeebrugge and Bridgestone.

After the enriching presentation of Mr Joachim Coens, President Port Authority Zeebrugge, who shared his insights of the Port of Zeebrugge, Mr Vincent De Saedeleer, Vice-President Shipping & Business Development of the Port Authority Zeebrugge guided enthusiastically the delegation through the port. The Stora Enso Terminal, APM Terminal, Toyota Terminal were only a few of the many impressive sights shown.

Mr Verloigne, Senior Manager European Logistics Centre of Bridgestone Logistics Europe, introduced the highly interested delegation to the Bridgestone facility. In addition to the way of stapling, the number, as well as some of the sizes of tires were surprising and fascinating to observe at the Logistics Centre.

The growing success of the Port, the use of different coloured tapes on the Bridgestone tires, general and specific numbers and figures, were only a few items discussed during the very enjoyable networking cocktails.



Mr Coens, President and Mr De Saedeleer, Vice-President Shipping & Business Development of the Port Authority Zeebrugge, explaining about the past, present and future of the Port and the importance of Japanese companies.



Mr Verloigne, Senior Manager European Logistics Centre of Bridgestone Logistics Europe and Mr Janssen, General Manager PR of Lexus Belgium, sharing the passion for things on wheels.



All sizes of tires were to be admired by the members at the Logistics Centre of Bridgestone Logistics Europe.



Listening attentively and curiously asking questions.



## Friendship Committee news

Saturday, 13 May 2006 – Leuven

### Louvain guided visit

This event started with a guided tour of the gorgeous 'gothic' town hall of Leuven. The explanations of our guide were very detailed and very interesting. We were informed about the history surrounding different rooms and even had the chance to visit the attic. In the attic we discovered many statues like the ones on the outside of the building. After leaving the town hall, most of us went for a drink in a very cosy restaurant. Here we got to meet each other and chat together.

Soon we left for the 'Klooster Hotel', where we were invited by Mrs de Potter, Public Relations of Martin's Hotels and BJA corporate member. This is a very nice and calm hotel with a lot of charm, in the heart of Leuven. After the tour of the most luxurious rooms and the meeting room, we enjoyed some drinks and snacks in the interior garden of the hotel.

By the end of the day most of us went back to the aforementioned restaurant where we all had supper and shared stories with one another.

I really enjoyed this afternoon and made a lot of new friends. I cannot wait until the next event!

*Sébastien Van Damme*

5月13日(土)、ルーヴェンで催されたBJA-FCのイベントに参加してきました。すがすがしい春の陽が射す中、ルーヴェンの市庁舎と4つ星ホテル Kloosterhotelを見学。荘厳華麗なたたずまいの市庁舎ですが、内装もこれまた立派なつくり。ガイドさんの説明に耳を傾けると、ルーヴェン在住ながら知らないことばかり。目からうろこの一日となりました。ホテル見学も、豪華な客室の数々に一同ため息。中庭でシャンペンまでご馳走になり、ほろ酔い気分で街中のレストランへ。他の参加者の方々と談笑しながら楽しい一日を終えました。

*Hino Airo 日野愛郎*



#### Contact BJA-FC

For any questions, or additional information: Olivier (FC Chairman)

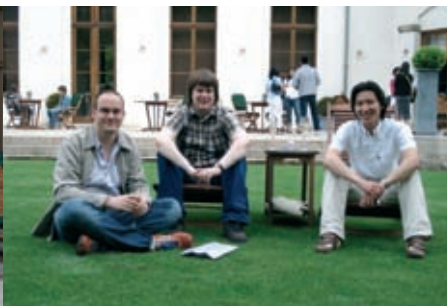
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BJA友好委員会へのご連絡  
ご質問やお問い合わせは:  
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The whole group gathering for the family picture.



(from left to right) Mr Kris Gaethofs, Mr Tijn Vanpraet and Mr Airo Hino sitting on the green grass of the Klooster Hotel while sharing some fun stories.



Enjoying champagne in open air.

## NEW BJA PUBLICATION

Strategically located in the heart of Europe, Belgium has a lot to offer to foreign investors: a well-developed infrastructure and a skilled, multilingual labour force are the assets most widely appreciated. Some 240 Japanese companies have invested in Belgium so far, of which twenty were selected in view of the current publication. These twenty companies, either small companies or big multinationals, represent various economic sectors, and come from different regions in Japan, but they all share an appreciation of the Belgian business environment and a strong sense of satisfaction regarding their operations in Belgium. Through these positive testimonials, the Belgium-Japan Association & Chamber of Commerce hopes to convince many more Japanese companies that Belgium is an exceptionally attractive investment location. Our message to these readers is: welcome to Belgium!

## THE EXPERIENCE OF 20 JAPANESE COMPANIES IN BELGIUM - 2006 ベルギー進出日系企業の状況 - 20社の事例 - 2006年版



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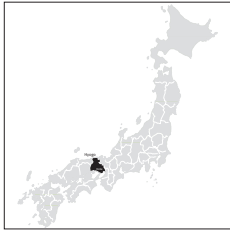
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# Facts and Figures on Japan

## Regional focus: Hyogo Prefecture

日本

### Hyogo Prefecture - The port of Kobe: Japan's link with the world

by Heidi Van Hiel, Head of Translation Support Team of Yamagata Europe

Situated on Japan's main island and almost at the centre of the Japanese archipelago, the port of Kobe provides easy access to most domestic and international destinations. Even the most remote places in Japan and neighbouring Korea and China are only two hours away by plane. Its ideal location, close to Osaka and Kyoto, has made Kobe the focal point of Western Japan's economy. With the mountains on one side and the ocean on the other, Kobe is also blessed with perfect natural conditions for both daily life and business development. It is not surprising therefore, that Kobe has become a flourishing international city with ever expanding business activity.

Kobe's port ranks among the world's best: it connects Western Japan with 500 ports in America, Europe, Oceania, Southeast-Asia and China, providing the fastest connections between Japan and other world ports. Because of its ideal location, Kobe's population is very diverse, with a large foreign contingent of 45,000, who come from more than 100 different countries. The city has a long history as a harbour town where various cultures have come together to create a rich international flavour. As a result, Kobe is highly regarded as a most liveable city by its non-Japanese residents.

Kobe's industries are also very diverse. Because of its geographical location, Kobe attracts a lot of shipping-related industries (machinery and steel production, shipbuilding, shipping, warehousing, ...). However, the oil crises in the 1970s were the catalyst for structural reform of the city's industrial base, with a shift from heavy to light manufacturing industries, such as apparel and foods. Kobe's ideal natural environment also generates a lot of agricultural activity: it is especially famous for its outstanding beef production: "Kobe Beef" has become famous throughout the world.

Kobe constantly strives for continued development and expansion of its industries. Since level, productive land is scarce, Kobe has continuously tried to reclaim land from the sea. After the 2nd World War, Kobe began an ambitious program of reclamation projects with the aim of improving the Port of Kobe and facilitating urban development. First, land to the east and west was reclaimed in order to expand and improve port facilities. To deal with the increasing cargo traffic,

Port Island (1966-1980) and Rokko Island (1972-1992) were created. Currently, around 150 foreign-affiliated companies have located their headquarters or business establishments in Kobe. Among these are many global enterprises such as Nestlé and Procter & Gamble.

A range of plans has been implemented to make doing business and living in the Kobe area more efficient and functional. One of these includes the Kobe High-Tech Park project. This industrial complex has been developed to strengthen Kobe's economy by providing workplaces conveniently close to residential areas. Kobe High-Tech Park was designed to stimulate industries in the Kobe area by integrating high-tech industries with leading-edge technology within the Kobe high-Tech Park.

After the devastating earthquake in 1995, Kobe has put even more energy into promoting new industries, such as the medical industry for example. In October 1998, the city established the Medical Industry Development Project Discussion Group, aimed at constructing a state-of-the-art healthcare and medical industry complex on Port Island. Six years later, more than 50 medical firms and research institutes have relocated to the city, including many foreign companies.

It is great to see the city's continuous efforts in making Kobe an even more exciting place to live and work. Kobe is a unique city in Japan, worth paying a (long) visit!

Hyogo

Kobe

Kobe





# Interview:

## Former Japanese Ambassador Date on life in Belgium

*By Mr Kris Sierens, member of the Editorial Committee and Managing Partner of BeforeTheHype*

It seems that when you live in Belgium for almost twenty years, you like it so much that you do not want to return to Japan. Well at least not permanently. The following is an interview with a uniquely experienced man who finds himself with some special — and far from typical Japanese — opinions. It is a conversation about finding more time to enjoy life, about being a keen cooking observer, and what constitutes a great escape in wintertime.

Muneoki Date was assigned as Counselor of the Japanese Embassy in Belgium from 1971 to 1973. He then has served as the Japanese Ambassador to the European Union from 1987 until 1989. After having to return to Japan then retire in October of the same year, he chose not to leave Belgium permanently because he liked it so much. Except of course, in the wintertime, when wonderful blue skies and pleasant temperatures of Tokyo beckon and the weather in Belgium is anything but enjoyable.

Actually when he came to Belgium for the first time in January 1971, he found his first three months in Belgium quite unsatisfying. Almost constant rain and unpleasant people combined to give him a hard time. However, after six months he changed his opinion — forever. Belgium is a small country, but one that is important to Japan because it is the seat of the European Union and because there is a significant royal relationship between both countries. It has, according to Mr Date, an image of great beer, chocolate, and lace, which all

Belgians should be proud of.

The former ambassador finds Belgians a very gentle people; it is hospitable and with few racial prejudices. Employees are intelligent and they work very hard. Administration is perhaps a bit slower than optimal and people sometimes too nonchalant, but this means they do not take every minor thing too seriously. Belgians try to enjoy life, something Mr Date started to greatly admire about the little country. He feels that the ordinary Japanese citizens sometimes take everything so seriously that it becomes suffocating. This attitude may be efficient in many ways, but enjoying life is also very important. He notes that many of the Japanese who come to visit go to France, England, and Italy, but not that often to Belgium. That is something that needs to be worked on. When friends of Mr Date visit him in Belgium, he takes great pleasure in showing them the wonders of Brussels, Antwerp, Bruges, Namur and the rest of Belgium.

Mr Date recalled an anecdote of an event that occurred during the Meiji Restoration when the Japanese establishment sent an official mission to the USA and Europe. The subsequent official report about this trip mentioned that Japan should be more like Belgium as it was one of the most developed countries in Europe at the time. Today while much of the rest of the world seems to have caught up, what is very normal in Japan is starting to grow in Belgium nowadays. Namely it has to do with the quality of service. Previously, good service was rather rare in Belgium, but a recent visit by a TV repairman proved that the importance of good service is growing in Belgium. Mr Date finds it very pleasant to see this change in professional attitude.

After all these years, Mr Date finds it very difficult to find points where Belgium could or should improve, simply because he loves it so much. Driving manners are certainly questionable, but then that applies to almost the entire EU. The same behavior is also beginning to occur in Japan as the growth in the number of cars creates a much more unpleasant and slow moving experience. The most appealing characteristic of the Belgians for the former ambassador is their seeming nonchalance and sense of freedom. If he were to return permanently to Japan, that would be the most precious thing he would miss. People don't interfere, but on the other hand, they care a lot, they help, and they are very generous.



# BJA presents: Directory 2006-2007



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*The Belgium-Japan Association & Chamber of Commerce is happy to present you our third issue of the BJA Directory 2006-2007. The BJA Directory has the objective to be a comprehensive source of information on the BJA-members. In addition, a list of the data of 260 Japanese companies in Belgium is added as well. The directory is a handy reference on Belgian-Japanese business performance. By introducing the members, it has the aim to be a powerful resource for building, managing and expanding networking and business opportunities, cultural exchange, finding jobs, evaluating goods and services, and researching trends or publications. Our*

*directory puts our members in direct contact with other members, and interested parties can easily locate and contact our members. It assists business expansion on a local, regional, national and/or international level, as well as it enhances the opportunities for fostering cultural and friendship relations between the citizens of the two nations. It offers an excellent view on the importance of the network of the Belgian and Japanese companies in Belgium, and therefore is a unique resource publication to identify "who is who" in Belgium with regard to Japanese business and vice versa.*

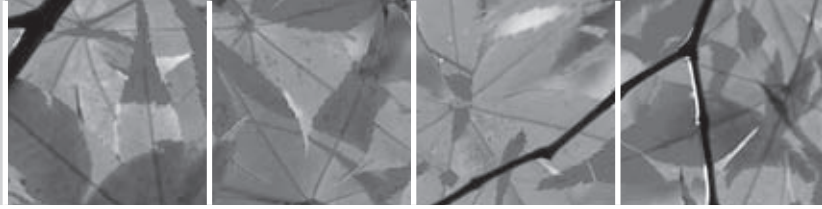
## Interview: Former Japanese Ambassador Date

Golf is his great passion and Belgium is one of the only countries where you can play on your own. For Mr Date, playing golf is the joy of his life and makes him forget about what is happening in the rest of the world at that moment.

When asked for a good marketing tip for Belgian businesspeople, Mr Date emphasized that if the quality of the products are good and if the technology is sound, then a Belgian business should be successful in Japan. Japanese people appreciate these characteristics. Belgian people have a very open mind and they should use that to their advantage. Speaking about education, he stressed that young people, instead of trying to become a lawyer or a doctor, should invest more of their time and interest in technology. That is where he sees

the future of Belgium. He also stressed that if Belgium will work hard on improving the image of the country, it will create a great future for all.





## The selected candidates from Belgium

This year, the YES program, a commercial export project under the auspices of HRH Prince Philippe of Belgium will be held for the 10th year (the so called 5<sup>th</sup> edition YES V).

The YES program aims to train young executives from Belgium and Luxembourg in successful Japanese business practices, at moderate costs, and in a short amount of time. For this purpose, the Belgium-Japan Association & Chamber of Commerce, in cooperation with the Belgian-Luxembourg Chamber of Commerce in Japan will organize a two-week training program in Japan, beginning with two briefing sessions in Belgium.

The training in Japan will consist of 3 days of intensive seminar training and company visits and 10 days of introducing each participant to the potential customers in his/her business area. Each participant will enjoy the support of a 'business coach', an experienced business person residing in Japan. In addition, MBA students of Waseda University will help the participants with market studies and preparation.

We hereby would like to thank the organizations that support the preparation and the briefing sessions: the Federal Public Service of Foreign Affairs, Foreign Trade, Cooperation & Development, the regional export agencies, IMEC and AW Europe.

The co-organizers hereby proudly present the selected YES V participants from Belgium:

- **Beyond Products**
- **Holemans International**
- **Les Vins de Roisin**
- **Max & Lola**
- **Les Carrières de la Pierre bleue Belge**
- **Prefamac**
- **Qualiphar**
- **Tensachem**

### Beyond Products (Antwerp)

*Sector:* Snowboarding  
*Candidate:* Mr Peter Van Riet (35 years old)  
General manager

*Target:* 'Japan represents about 30% of the worldwide snowboarding products market. We would like to achieve a 10% world market share with our brand.'

---

### Holemans International (Brussels)

*Sector:* Jewellery  
*Candidate:* Mr Olivier Billen (35 years old)  
CEO

*Target:* 'Today the Holemans Jewellers are building up an international brand which is distributing a diversified range of jewellery lines and products through a selective distribution network.'

We know from a first experience that the Japanese market is the ideal market for our brand and we also know that the Japanese like our jewellery lines and style. Our expectations are very high concerning this market and we are really pleased to seize the opportunity the YES program is offering in order to meet the ideal partner to distribute our brand in Japan.'

---

### Les Vins de Roisin (Roisin)

*Sector:* Production of Fruit Wines  
*Candidate:* Mr Ludovic Boucart (30 years old)  
Owner and maker of wines

*Target:* 'My target is to introduce our range in the best hotels & restaurants in the big cities and to be on sale in the fine shops and why not in some supermarkets of high standing. Our original and new product has a big potential in a country so refined like Japan. Some



contacts are current and I am convinced that a program like YES can help a small company like Les Vins de Roisin to promote and sell our typically Belgian Fruit Wines in Japan.'



Peter Van Riet



Olivier Billen



Ludovic Boucart



Emily Coenegrachts

---

### Max & Lola (Brussels)

**Sector:** Children's fashion clothing  
**Candidate:** Mrs Emily Coenegrachts (33 years)  
 Export Manager

**Target:** 'To have our collections in the most exclusive department stores and boutiques in Japan.'



Julie Abraham



Myriam Schepers



Vincent Jadoul



Chantal Pierret

---

### Les Carrières de la Pierre Bleue Belge (Soignies)

**Sector:** Extraction and transformation of natural stone  
**Candidate:** Mrs Julie Abraham (28 years)  
 Deputy General Manager

**Target:** 'Within five years, we are planning to sell finished products (tiles for inside and outside) as well as paving stones and finished products for gardens. As we will know the market better, we will have the opportunity to develop specific products for this country if needed.'

Being in direct contact with developers and contractors, we will then be able to deliver finished products for public works and large scale projects. Moreover, we are working at the opening of a new quarry in the direct neighborhood of our current installations and we plan to export more in the following years.'

---

### Prefamac (Lummen)

**Sector:** Chocolate Machines  
**Candidate:** Mrs Myriam Schepers (44 years old)  
 General Manager

**Target:** 'We believe that Japan, as a vast market with cities as Tokyo and Osaka, holds opportunities for Prefamac. Within 5 years Prefamac has the ambition to be within the top 5 of suppliers for small scale and industrial chocolate machines, given the fact that Japan is expanding its own chocolate and biscuit companies.'

---

### Qualiphar (Antwerp)

**Sector:** Pharmaceuticals  
**Candidate:** Mr Vincent Jadoul (28 years old)  
 Export Manager

**Target:** 'The Japanese OTC market represents approximately 11% of the world market and is estimated at over 890 million euros.'

We would like to take advantage of the changing regulatory and economic conditions concerning the introduction of pharmaceutical products in Japan. We are with some of our products, the market leader in several West-European countries. Therefore, we are convinced we also may have a role in the demanding Japanese market. Qualiphar started to export their products outside Europe only a few years ago and is already active in 32 countries, including some big Asian markets such as Vietnam and Taiwan.

Our aim is to become a serious player on the Japanese OTC market, within the next five years.'

---

### Tensachem (Ougree)

**Sector:** Industrial Chemicals  
**Candidate:** Mrs Chantal Pierret (39 years old)  
 Product Manager Syndet

**Target:** 'To develop Syndet (Soap-free-Soap bases for cleansing bar production) sales in Japan by recognition of Tensachem know-how. To develop sales of our hot melt bases for the production of transparent and opaque cleansing bars.'

## 2006 Spring Conferment of Decorations:

**'Order of the rising sun with gold rays and neck ribbon' - Professor Willy Vande Walle**

The Belgium-Japan Association & Chamber of Commerce would like to congratulate Professor Vande Walle on the conferment of decoration 'Order of the rising sun with gold rays and neck ribbon' to him by His Imperial Majesty and the government of Japan.

The BJA is honoured to have him among the Board of Directors, and indebted to his expertise and wisdom he gladly shares to the benefit of Belgium-Japan relations and our association.

His zeal and dedication will lead us to take example in contributing to the friendship between our two nations.



### Ambassador's speech at the Decoration Awarding Ceremony of Prof Dr W.F. Vande Walle

at the Ambassador's residence  
9 June 2006

ヴァンドゥワラ先生、まことにおめでとうございます。When I talk to Vande Walle Sensei, I always speak in Japanese. But today I'd like to speak in English, since I wish to share my joy with his family and friends here assembled.

There is a reason why I call him "Sensei", instead of Professor. Dr Willy Vande Walle is not an ordinary Professor, but a master-scholar or a guru who has a charisma by which many people have been charmed and guided. Japan is very lucky that such an admirable person became interested in it.

It was during his 4 years of study in Japan, on a

scholarship from the Japanese government starting in 1972, that young Willy Vande Walle made up his mind to devote his life to the study of Japan and to the spread of the Japanese language. He began his academic career as a lecturer of the Japanese language at the modern language institute of Katholieke Universiteit Leuven (KUL) in 1978. Since then and for the past 28 years, Vande Walle Sensei has been working strenuously for the development of Japanese studies at KUL. While the KUL of today boasts of having one of the top centers for studying Japanese in Europe, the center has grown parallel to the career of Vande Walle Sensei.

Vande Walle Sensei is a prolific writer. His works on Japan range over history, literature, fine arts, language, society, etc. They are not written only in Dutch, but also in English, French and Japanese. He believes that an inclusive approach to the public through their native language is necessary for the effective dissemination of Japanese culture.

Last year, a monumental book was published in English, "Japan & Belgium: Four Centuries of Exchange". It is an illustrated history book for the peoples of two countries to retrace the interactions of their ancestors. Vande Walle Sensei assumed the responsibility of chief editor and spared no effort in assembling writers and selecting pictures while contributing many stories himself. The book is a milestone of the long lasting friendship between our two countries.

In the field of language teaching, "the 10<sup>th</sup> Symposium on Japanese Language Education in Europe" was held at KUL last September. The Symposium was created under the sponsorship of Vande Walle Sensei in 1995 and the tenth meeting began with his keynote speech. What is remarkable in his track record is not only his achievements in the academic field as teacher, researcher and author, but also his ardent advocacy of Japanese culture outside of academia's ivory tower. To name a few examples; he is a promoter both of Europalia Japan in 1989 and of the Belgium-Japan Association & Chamber of Commerce since 1991 and, more recently, a member of the jury of the international Haiku contest since 2001.

Vande Walle Sensei, there are so many merits in your actions that the government of Japan appreciates. But the people assembled today know your virtues much better than I do.

Ladies and Gentlemen, let's congratulate him, and Mrs Vande Walle who has supported him, together.





**Acceptance speech pronounced upon the conferment of the order of the rising sun with gold rays and neck ribbon.**

By W.F. Vande Walle

Mister ambassador, Mrs Naitô, Mr chairman of the BJA, dear colleagues and friends, beste collega's en vrienden, chers collègues et amis,  
御臨席の皆様，

“Order of the rising sun with gold rays and neck ribbon” that is fourteen syllables, a very dignified name indeed, and not altogether devoid of poetry. Seen from the vantage point I have here, it looks rather splendid, no doubt made to Japan Industrial Standards. Although it is undeserved, I am very pleased and gladly accept it. It is much more than a pat on the shoulder, all the more because I know that in Japan decorations tend to be held in even higher esteem than in European countries.

I am very pleased that the Japanese government has been so kind as to honour the modest efforts I have made to give the study of Japan's language, culture and society a firm footing in this country. If I have succeeded at all, it is certainly not the work of one single person. I am deeply indebted to my university, my good old faculty of arts, whose dean is here tonight, and my own department, which is particularly dear to me. They have given me the opportunity to move forward in this adventure, as have my collaborators, and the many sponsors who have given us support along the way.

Although the occasion perhaps requires that I treat you to a learned discourse on Japanese culture, I would like to strike a more emotive note.

Japan has made my professional and indeed much of my personal life a fascinating journey through a culture that has never ceased to fascinate me by its depth and richness, a language that has never ceased to amaze me by its subtlety, a society that has never ceased to intrigue me by its workings, and people who have never ceased to shower me with their kindness and friendship.

This decoration is awarded to me by His Imperial Majesty and the Japanese government, but behind those two instances are the country and the people. It is thus an expression of friendship extended to me by the thousands of people I have met over the years: the scores of scholars, artists and craftsmen who have shared something of their knowledge and expertise with me, who have shown me a glimpse of their art and craft.

Often chance encounters too have given my explorations of the country a richer texture. I think of the encounter with the man and woman, designers of tables made from noble wood, who struck up a conversation with me and my two friends while we were visiting the Tokugawa Museum and invited us the next day for a trip into the recesses of central Japan to witness an age-old Shinto ritual in Tsukechi-mura. I think of the acolyte in the Buddhist temple who, seeing me loitering in the precincts and reading the frustration on my face for having come to his temple on the day that it was closed to visitors, invited me in and showed me the treasures of his temple, especially its Buddhist canon in a superb scripture hall. I am reminded of the two persons who went out of their way to show me and my collaborator the guest room in the old building of the Bank of Japan which is decorated by Kawabata Gyokushô, a great artist of the Taisho period. I think of the woman who prepares with great care and skill a bowl of noodles. All of these people have made life for me in Japan a unique experience, have in fact made life and study coincide.

In lamenting the lack of interest foreigners have in Japan, a Japanese magazine recently quoted the comments of a European journalist-

“To be honest, I am not greatly interested in Japan, apart from traditional Japanese culture such as the ancient temples of Kyoto and kabuki, together with the secret to Japan's economic development, and the coexistence of traditional culture and modernisation, such as scenes of geisha using mobile telephones.” Well, that is already quite a lot, but there is much more.

A culture where painters represent in painting the sound of a temple bell at dusk, where Lady Murasaki writes a blank chapter entitled Hidden behind the clouds as a way to deal with the post-mortem phase of the career of her hero Genji, could not but intrigue a slightly cross-grained mind such as mine. I have not regretted my choice of subject for a single moment.

Those who know Japan know that the Japanese are very fond of the Silk Road. Japan is indeed the easternmost end of the Silk Road, which carried culture from West to East and vice versa. As a result one even finds dim echoes of Greek culture in Japan's old capital Nara. Thus both cultures are linked, but we must beware of uniformity. Sharing culture does not mean erasing differences. One finds that in spite of the much touted cosmopolitanism and multiculturalism, and lip service to diversity, in actual fact large regional integration and globalization press us into ever increasing uniformity. People seem to restrict their cosmopolitan outlook to international cuisine, but when it comes to the harder



## 2006 Spring Conferment of Decorations:

'Order of the rising sun with gold rays and neck ribbon' - Professor Willy Vande Walle

stuff one finds they are much less tolerant. Real cosmopolitanism means taking on the more daunting tasks of learning other languages, exploring other cultures and getting to know different societies... and respecting them. "The purpose of anthropology is to make the world safe for human differences," said Ruth Benedict, the pioneering American anthropologist of *The Chrysanthemum and the Sword* fame. That is a thought that is particularly dear to me, and I feel that is what I have been trying to contribute to all along. Japan has a tract record of being vastly underestimated, undervalued and understudied. It is one of the major economic powers of the world, and that is reason enough to study its language, economy and society, but it has so much more to offer. For instance, we should be tapping much more into the scientific and technological output that the country is churning out. The country is a publishing giant, a power house in the field of science, and our universities and scientists, should take more advantage of closer relations and exchange. Many of its intellectual products are locked up in the Japanese language. The conclusion should not be let the Japanese publish in English, but rather let us learn Japanese. We must however start earlier, and we should create the opportunity to learn the language at the high-school level, as indeed has been the case in some schools in Britain, Germany and France since the early nineties. Yes, diversity too in the choice of foreign languages.

国際化というのは、国と国との間、あるいは個別の国を超えた、どこか別のところに存在するもの、また各国固有の文化的色彩を抜き去って、洋の東西を問わず通用するコミュニケーションの様式、さらには所謂国際語によって全ての用を足すことのできる画一的なマナーとルールに則った特別な空間、に帰結するかのようには解釈する向きがあるようであります。しかし私の考えでは、本当の国際化は各々の国の内にあり、従って、国際化とは各々の国の言語、文化を理解する努力という風にしか定義できないのではないのでしょうか。所謂国際語のみが通用する世界は国際的であり得ません。それぞれの地方や国の特色が百花繚乱と咲き乱れる世界共同体の形成こそが、国際化の意味するところあります。多くの人々にとって、国際化は口先だけのお題目の域を出ないのではないのでしょうか。または、外国のフオークロアや料理の混合が国際化であると早合点する人も少なくないようであります。コミュニケーションの手段が益々発達するにつれて、多数の文化や言語の存続が危ぶまれかねません。確かに多種多様の言語や文化を共存させるには多大な努力を要するが、価値あるものは努力なくして獲得できないのが自明の理であります。多文化の世界共同体を実現させるためには、多彩な文化や言語の価値を認め、それを研究し、

理解する努力を払う必要があります。私も微力ながら、学問及び教育の分野において、そういう発想に立脚した国際化を目指して歩んできた積もりであります。

While I am at it, let me make another quote from Ruth Benedict. "A man's indebtedness ... is not virtue; his repayment is. Virtue begins when he dedicates himself actively to the job of gratitude."

I would like to thank my family, my wife and my three kids -well grownups actually-, my colleagues in the Japanese Studies section for bearing with me and taking my idiosyncracies in their stride. It has been and continues to be fun to share my life and work with them, they have always shown a good sense of humour and, lest one forget, they are very capable and hard-working.

A special mention I owe to Honda Europe, represented here by its president. It was my first employer ever, even before I found appointment at the University. While an employee I was involved in the establishment of the Honda Belgium Foundation, which is arguably one of its kind. Although there are many Japanese companies who have cultural foundations whose activities cover the world wide, Honda Belgium Foundation remains the only of its kind specifically targeting Belgium. It has thus contributed considerably to the exchange between Belgium and Japan.

In the same perspective, we are very fortunate to have the Belgium-Japan Association & Chamber of Commerce, whose members are present here in force. It is a smoothly functioning interface between business and culture, and an efficient pool of expertise on Japan, the most outstanding bridge linking Japan and Belgium. I am glad to be a member of its board of directors, albeit its most inadequate member.

この度、授賞されるのは一介の個人に過ぎないのでありますが、自力で成し遂げた功績とて一つもありません。今までの経歴を振り返って見ると、臉の裏に数多くの恩人の姿が浮かんできます。若き時分初めて日本に留学した時、生活・研究の両面でお世話になった里親、先生方や友人、帰国後、兵役服務を終えて就職したホンダ・ヨーロッパの皆様、又、大学助教授に就任した時 国際交流基金を初めご支援いただいた方々、独立した日本学(科)専攻課程を開設した時、ご理解ご指導頂いた方々、更に、Europalia Japan 日本文化フェスティバルの実施に当って多大な貢献をなされた皆様、そして歴代の駐ベルギー日本大使ご夫妻、日本・ベルギー協会の皆様、小西財団の皆様、又、京都大学、関西大学、国際日本文化研究センター、東京大学史料編纂所、九州大学の先生方、学友、等、、、お名前を申し上げる違がありません。



数年前に、近つ飛鳥博物館の館長に就任されたばかりの碩学をお訪ねした時、博物館へ通ずる歩道の両脇に古墳時代の巨石が転がっているのに気がついたのであります。手を当ててみると、雨風に晒された為に円みを帯びたこの巨石に一種の温もりが宿っているかのような印象を受けました。そして気取らず何気なく古墳時代以来日本文化を脈々として語り続ける、此等の石たちはなんと頼しいものと感じたのであります。日本文化が永遠に栄えんこと、そして皆様との友誼関係が末永く保たれんことを、あの頼もしい巨石に託して祈って已みません。

In the last instance my deepest gratitude is due to Ambassador Naito Shôhei who “conspired” to have me this distinction awarded. I am sure that there were a good deal of candidates with more impressive credentials. Yet, he has been able to convince the Japanese cabinet to select me for the distinction and that in itself is no mean feat. This distinction is as much a tribute to ambassador Naito’s powers of conviction as it is to my merits. Thank you very much indeed.

I want to conclude with a dual wish: may Japan continue to flourish and the discipline of Japanese studies prosper with it.

Thank you for being here tonight.



Among the many honoured guests in the beautiful residence of HE Ambassador Naito: (from left to right) Mr Hanatani, Minister of the Japanese Embassy to Belgium, Mrs Naito, Mrs Vande Walle and Mr le Hodey, Vice-President BJA.

## Autumn Haiku

# 秋

露の玉蟻たちたちとなりけり

川端茅舎

*A drop of dew!  
nonplused the ant  
stagger back*

*Kawabata Bôsha*

# Success Story: Dynaco



## History and profile of the company

Created in 1987, DYNACO grew as a leader in the market of flexible high speed doors. With a Worldwide presence (Europe, USA and Japan), DYNACO has doubled the number of delivered doors in less than 5 years and delivered over 10.000 High Performance Doors (HPD) in 2005. A success that was largely due to revolutionary technological innovations, protected by numerous (20) worldwide patents and offering real advantages for the customer: self-reparability, intrinsic safety, exceptional seal, speed and limited maintenance costs.

This Belgian 'success story' is written by Benoit Coenraets, founder and actual

President of the DYNACO Group, who believed in the necessity of industrial high speed doors (energy saving, insulation, working comfort, legislation, ...) and understood the importance of reducing maintenance costs and assuring total user safety. He conceived a self-repairing flexible high-speed door in 1986 and developed in 1994 the pipeless door using the 'Push-Pull' driving system.

Since 1995, the European activities of DYNACO are concentrated in a 10.000m<sup>2</sup> plant in Moorsel, West of Brussels. Products are sold and maintained by a European network of nearly 80 independent distributors covering over 50 countries.

In 1998, DYNACO entered a license partnership with BUNKA Shutter, that allowed to take over 30% of Japanese market share in 6 years.

DYNACO has installed over 60.000 doors in multiple environments, inside and outside, including corrosive, cleanroom and freezer in order to answer the specific needs of food industry, retail, logistics and storage, heavy industries, automotive, pharmaceuticals and so many others.

The DYNACO Group (DYNACO International, DYNACO Europe and DYNACO USA) has realised a global turnover of about € 30 million.

Today, the DYNACO Group, managed by Olivier Coune, has the ambition to remain 'technological leader' and to continue its growth through the enlargement of its product range and the reinforcement of its distribution network.

## Products and R&D

Every year, DYNACO invests over 5% of its Turnover (consolidated about € 30 M) to activities of Research, Development and Protection of Concepts present in these products.

## The most remarkable technologies are:

**Self-repairing feature:** Most doors get hit regularly. Thanks to the design of the doors and the choice of the materials used, these doors resist a serious collision without damage. Also, DYNACO has developed a revolutionary technique allowing for the door to self repair without human intervention, which guarantees the continuity of its activity and reduces maintenance costs.

**Exceptional seal:** to assure energy savings, people's comfort and the insulation necessary for certain activities (ex. Food, pharmaceuticals, ...), a door must assure a real seal and be fast. Certain DYNACO models reach about 3 m/s and technology offers a continuous seal at all four sides of the door. In combination with the self-reparability, this is a technical miracle.

**User safety:** The absence of rigid elements in the mobile parts of the door guarantees a total safety.

## Sales policy in Belgium – Europe - Japan

In Belgium, the home base and initial market of DYNACO, a team assures direct sales to end users. The rather limited sales area, the confidence-based relationship with the customer and the 'MADE IN BELGIUM' product render this approach very successful.

Throughout the rest of Europe, DYNACO assures sales via a large distributor network, managed by DYNACO Regional Sales Representatives. The vast territory involved increases the importance of a local distributor assuring 'nearby service'. Also because of differences in culture between the various countries, an approach by 'fellow countrymen' is more successful.

Finally, in Japan, DYNACO decided to appoint a Licencee. DYNACO doors are produced, marketed and serviced in Japan, under licence, by BUNKA SHUTTER. This is a corporation established in 1955 and presently the number two company in Japan in the business of industrial, commercial and residential doors, partitions and shutters. It employs over 2100 people and has 9 factories in Japan. This fully integrated company uses a mix of direct and indirect sales.

## Japan, how it all started

After filing for patent and finishing the development on the push-pull door concept in 1997, Mr Benoit Coenraets decided to develop the DYNACO business overseas. The two countries he had in mind were the USA and Japan. To that purpose, he hired Mr Eddy Baele, a business development manager with many years of experience in both markets and especially in the Japanese market. Initial desk research demonstrated that there was a very solid market for high speed doors in Japan. This was to be expected considering the dependence of Japan on import of energy resources such as oil and



## Success Story: Dynaco

gas. Consequently, energy cost is high and there is no better way to save on energy in an industrial building with dense traffic of vehicles and people than to use high speed doors. Furthermore, considering the extreme importance of quality of finished products in the manufacturing industry, DYNACO was confident that its door technology would be of interest to Japanese companies.

The main players in the market at that time were KOMATSU ELECTRIC, SANWA SHUTTER, UNIFLOW, TOYO SHUTTER and WORLD KOGYO with KOMATSU holding over 50% market share.

Also BUNKA SHUTTER was an important player in the market with its product 'AIRKEEPER' that was manufactured by Komatsu Electric, with whom BUNKA had an agreement since many years.

As part of its market entry study, Mr Baele decided to call upon each of the top players and to exchange with them a maximum of information on the differences of product performance to find out where and to what extent the DYNACO technology could be considered to be superior or could answer specific needs in the Japanese market.

The technological advance DYNACO had over its competitors in Europe also emerged when comparing the DYNACO technology to that of each of the Japanese companies. This of course was a very good basis to start generating interest and to dig a little deeper.

Much to our surprise, each of the companies visited wanted to take the conversation to the next level. It resulted in a period of exchanging information, prices, samples, visits, etc.

The whole process allowed parties to get to know each other and to feel if the fit was right. This is extremely important, especially to Japanese companies, because the contact and the partnership aspect of an agreement are considered crucial.

Within twelve months after the first meeting, BUNKA SHUTTER and DYNACO decided to start a partnership that led to the signing of a licence agreement on 23 July 1998.

The DYNACO product was first presented to the press in October 1998 and baptised 'DAIMAJIN'. To BUNKA, the DYNACO product fitted perfectly the company's philosophy of constantly considering new technologies that will be needed to make new products serve tomorrow's world.

After that, everything went according to plan and schedule. The technology transfer was a crucial phase because of the strict time schedule and BUNKA had to have the factory up and running on 1 April 1999. With BUNKA it became clear that we had found a very loyal business partner that had all necessary skills, both

commercially and technically, to make this project a success. If the elements changed, parties found a way to adapt to the new situation. Communication was sometimes difficult because of the language barrier but happened always in a very open and friendly way with parties eager to learn from each other. Even though the cultural differences required some flexibility from both sides, the co-operation between the small DYNACO and the giant BUNKA eventually became a big success.

At the end of the third year BUNKA SHUTTER managed to acquire 25% market share in Japan with their DAIMAJIN products – high speed doors based on the DYNACO technology.

In August 2003, a second agreement between parties was signed. At present, BUNKA SHUTTER is selling and producing about 6000 doors per year which positions them as the N° 1 in the business of high speed doors in the Japanese market.

### Technical Partnership

Introducing the DYNACO products into Japan turned the Japanese market upside down. Looking at the success of BUNKA, competitors have invested heavily in development of high speed doors that are safe (pipeless), selfrepairing and airtight. These are the characteristics DYNACO has experience with since its creation.

With the success of the DAIMAJIN products came the necessity to further improve and adapt the product to the specific needs of the Japanese customers. To that end, a technical partnership was introduced into the second agreement, allowing joint technical development and joint patents.

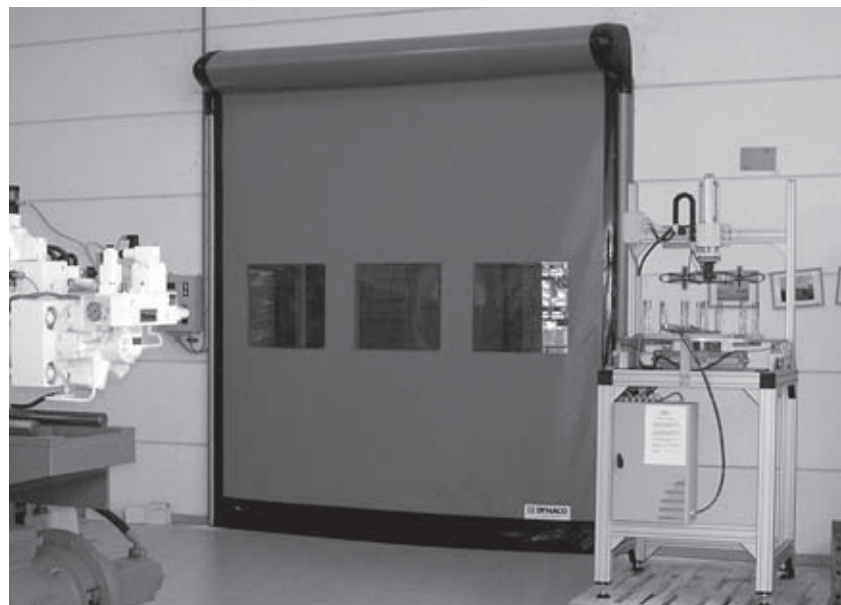
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## EU-Japan Relations

### Annual Meeting EU-Japan Business Dialogue Round Table July 2006

The EU-Japan Business Dialogue Round Table (EJBDRT) held its annual meeting in Tokyo on 13 and 14 July 2006 under the co-chairmanship of Mr Yotaro Kobayashi, Chief Corporate Advisor of Fuji Xerox, and Baron Georges Jacobs, Chairman of UCB in the presence of EC Commissioner Günter Verheugen and representatives from the Japanese Authorities, and senior executives from leading EU and Japanese companies.

This meeting took place after the important bilateral Summit on 24 April 2006 at which it was agreed that in the current new environment the EU and Japan, which are global partners, should intensify their close mutual cooperation on bilateral as well as multilateral levels.

The BDRT reviewed the factors affecting business cooperation between the EU and Japan, and called on the EU and Japanese Authorities to take immediate action on five priority issues.

#### Immediate actions

- Developing measures to avoid double taxation and reduce the compliance costs associated with transfer price taxation;
- Ensuring that society gains from innovations in Life Sciences and Biotechnology;
- Fostering a partnership approach to R&D and standardisation of Information and Communication Technologies; developing an appropriate regulatory environment that fosters digital convergence, further competition and open access to both markets; and employing ICT technologies for the benefit of future generations;
- Establishing international rules for protecting Intellectual Property Rights and combating the proliferation of counterfeit and pirated goods;
- Promoting joint R&D projects such as bio-chemicals, bio-materials and bio-fuels.

Reviewing the recommendations it had submitted to the Authorities last year, in the context of the 10-year Action Plan for EU-Japan Cooperation, BDRT members concluded that there had been some progress on about half the recommendations. But progress was so limited that the vast majority (87 of the original 94) were resubmitted this year, making a total number of 99 recommendations in all. The BDRT repeated its previous calls for far greater efforts to improve the conditions for Foreign Direct Investment between the EU and Japan. It also proposed establishing a Working Party on Financial Services, acknowledging the increased globalisation of the Financial Services sector, the major contribution of

European and Japanese firms to this globalisation and the rapid evolution of the regulatory environment.

#### WTO

The BDRT stressed strong support for the current round of WTO negotiations in the context of the Doha Development Agenda and underlined the importance of completing these negotiations in 2006. Participants called on the EU and Japan to demonstrate clear leadership and provide a final push towards securing a successful outcome in the months ahead.

#### Toward broader, deeper and more dynamic cooperation

BDRT members also recognised that, while such an outcome remained elusive, WTO-consistent bilateral and regional negotiations were emerging, involving Japan and the US and various Asian countries, in order to further facilitate mutual cross-border trade and investment.

Against this background, the BDRT discussed possibilities of initiating discussions between the EU and Japan on alternative forms of economic integration consistent with commitments to WTO.

The BDRT believes it would be appropriate to conduct a mid-term review of the 10-year Action Plan for EU-Japan Cooperation, taking account of recent world economic developments and the eventual outcome of the WTO Doha Development Round, and would be willing to contribute to such a review from the private sector perspective.

With a view to further strengthening the relationship, members exchanged views with the representatives from both Authorities on the outcome of the EU-Japan Summit held in April 2006. Special attention was paid to issues such as energy, global competition, market access and the regulatory environment.

#### Longer-term perspective

BDRT members agreed that a long-term perspective is also important and expressed concern at the apparent institutional deficiency when faced with such global challenges, threats and issues as the new economic power of the so-called BRICs, global warming, the sharp rise in oil prices, proper use of IT, and the widening gap between the rich and the poor. The BDRT suggested that a Study Group consisting of representatives from Government, academia and the business community be formed to help create a proposal on new global mechanisms within three years.



## News for the members

### European Commission designates Hugh Richardson as next Ambassador to Japan

Mr Hugh Richardson, Deputy Director-General of the EuropeAid Cooperation Office of the European Commission, has been designated as Ambassador and Head of the Delegation of the European Commission to Japan.

Mr Richardson, 59 years old and of British nationality, has since 2005 been responsible for management of external cooperation actions funded from the EU Budget and the European Development Fund. From 2002 to 2004, he worked as Deputy Director-General for Directorate-General for Research and from 1996 to 2002 as Deputy Director-General for the Joint Research Centre.

This will be his second assignment to Japan. Mr Richardson served at the Tokyo Delegation between 1984 to 1988, responsible for economic and commercial reporting and sectoral trade negotiations and assumed the post of Deputy Head of Delegation from 1986.

Ambassador-designate Richardson will take up his assignment to Japan as the 9<sup>th</sup> Head of Delegation this Autumn.

For further details, please contact:

Anne Kofoed Tel: 03-3239-0467  
anne.kofoed@ec.europa.eu

Miwako Suetsune Tel: 03-3239-0430  
Miwako.Suetsune@ec.europa.eu

Source: EC Delegation to Japan

### Report 2005 EU-Japan Year of People-to-People Exchanges on-line

The 2005 EU-Japan Year of People-to-People Exchanges was celebrated in Japan and 25 EU Member States throughout the year 2005. Over 1,900 events were held in Japan and across the EU in the course of the year, creating many opportunities for Japanese and European people to come together. With a view to harnessing this experience for future Japan-EU exchanges, in Part I, the Ministry of Foreign Affairs of Japan has chronicled the EU-Japan Year of People-to-People Exchanges. In Part II, the Ministry of Foreign Affairs of Japan has compiled the profiles of the organizations which participated in the Year of People-to-People Exchanges to serve as an "address book" for the Japan-EU exchanges from here on.

This webpage can be useful as a network-building tool for Japan-EU exchanges:

[www.mofa.go.jp/region/europe/eu/report/index.html](http://www.mofa.go.jp/region/europe/eu/report/index.html)

### Encounter with Stradivari Concert: 5 October

On 5 October 2006 the Nippon Music Foundation and Concours Reine Elisabeth are organizing a concert of 12 artists with Stradivarius, starting with Sergey Khachatryan at the Palais des Beaux-Arts. Other 11 artists are Mr Martin Beaver, Mr Kikuei Ikeda, Mr Kazuhide Isomura, Mr Clive Greensmith of Tokyo String Quartet, Mrs Sayaka Shoji, Mrs Kyoko Takezawa, Mrs Viviane Hagner, Mrs Mayu Kishima, Mr Josef Karlicek, Mr Daishin Kashimoto, and Mrs Yumiko Urabe.

For more information, please visit Nippon Music Foundation - Concours Reine Elisabeth  
[www.nmf.or.jp/english/index.html](http://www.nmf.or.jp/english/index.html) or call: 02/507 82 00

### Translators/interpreters Japanese-Dutch and Japanese-French (visa versa)

At the Belgium-Japan Association & Chamber of Commerce, we are in the process of assembling a list of all translators/interpreters for the language: Japanese-Dutch-Japanese and French-Japanese-French, operating from Belgium and/or Japan.

Do you provide in these languages:

- Sworn translations;
  - Interpreting (including interpreters for notaries public and conferences);
  - Screening of texts;
  - Written summary of the gist of a text;
  - Oral summary of texts;
  - Proof-reading;
  - Project management;
- or something else?

Would you like to inform us about your professional or semi-professional translating activities?

Please kindly inform us at: [info@bjb.be](mailto:info@bjb.be)  
with the message: FR-NDL-JP translations

### Poet of Pots: Ceramist Shozo Michikawa showing art in Brussels

Gallery Puls will be showing works of the Japanese artist Shozo Michikawa and the Danish artist Inger Rokkjaer from 9 September to 7 October. Both artists will be present at the opening on 9 September from 17:00 to 20:00. You are all very much welcome to enjoy their works. Venue: Puls Contemporary Ceramics Kasteleinsplein 4, pl. du Châtelain, 1050 Brussels Tel. +32 (0)2 640 2655 • [www.pulsceramics.com](http://www.pulsceramics.com)  
Open: Wed to Sat 14:00 - 19:00

## News from the members

### Renewal network Belgian honorary consuls in Japan

With the opening of a new Belgian honorary Consulate in Kyoto and the appointment of Professor Philippe Byosière as consul, an important renewal of the network of Belgian honorary consuls in Japan has been achieved. Since the beginning of 2006 three other honorary consuls were appointed in Osaka (Noriyuki Inoue), Nagoya (Tetsuro Toyoda) and Fukuoka (Masaaki Tani). Mr Yasuhiro Yamazaki has been leading the honorary Consulate of Belgium in Sapporo since January 2002.

#### Honorary Consulates

##### Sapporo: Mr Yamazaki Yasuhiro

Royce, 3F Dentukosan-Sapporo Building  
11-1 Odori-West 5, Chuo-ku 060-8646  
Tel. 011-218.10.07 • Fax: 011-218.10.10

##### Nagoya: Mr Toyoda Tetsuro (Ted)

Toyota Industries Corporation Nagoya Branch  
3-10 Higashisakura 1-chome, Higashi-ku, Nagoya 461-8714  
Tel. 052-954.97.62 • Fax: 052-954.97.69  
E-mail: miyo.yamamoto@mail.toyota-shokki.co.jp

##### Kyoto: Prof Dr Philippe Byosière

Res. Grand Blue #702, 221 Goshō Hachiman-cho,  
Nakagyo-ku, Kyoto 604-0825  
Tel.1: 075-229.63.25 • Tel.2: 075-251.36.82  
Fax: 075-229.63.25 • E-mail: kyoto@diplobel.be

##### Osaka: Mr Inoue Noriyuki

Daikin Industries, Ltd., Umeda Center Building  
2-4-12 Nakazaki-nishi, Kita-ku, Osaka 530-8323  
Tel. 06-6373-4583 • Fax: 06-6373-4394  
contact: Mr Morimoto Tsutomu, Senior Manager,  
Secretarial Office

##### Fukuoka: Mr Tani Masaaki

Fukuoka Bank, 13-1 Tenjin 2-chome, Chuo-ku 810-0001  
Tel. 092-723.21.31 • Fax: 092-721.57.99  
contact: Mr Gondo Naohiko, Chief Secretary, Executive  
Secretariat

Source: Belgian Embassy in Japan

### A new Belgian investment in Japan

On 30 May 2006, in Futtsu (Chiba Prefecture), Ambassador Jean-François Branders attended the opening ceremony of a polyvinyl chloride (PVC) resin recycling plant. This is a major new investment in Japan by Solvay SA/NV., the Belgian pharmaceutical and chemical company. Kobelco Eco-Solutions Co. and Solvay SA created the joint venture Kobelco Vinyloop East Co. that has set up this plant, Japan's first recycling

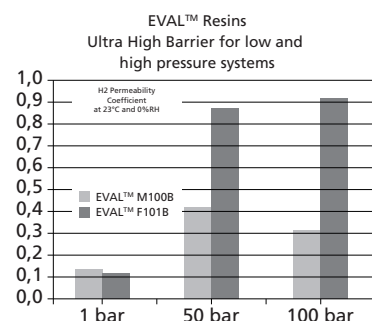
company of its kind. It will recycle PVC materials from used cables and wallpaper in an ecologically responsible way

Source: Belgian Embassy in Japan

### Eval Europe registers first sale in Hydrogen Fuel Cell technology

Hydrogen Fuel Cells are a promising technology providing energy for stationary applications, for mobile use in transport and even, for power generation for a laptop or camcorder. Over the next ten years, it is expected that fuel cells will be commercially introduced into several transportation and utility power markets. Hydrogen storage systems need to be reliable and must provide an outstanding barrier against hydrogen gas. EVAL™ EVOH resins are now commercially used to ensure very low hydrogen gas permeation in fuel cell systems for the first time. Although sales are just starting, this first sale is illustrating the commercial reality of alternative power supply fuel cell technology using EVAL™ Resins.

Recent work conducted by the Mecadi GmbH - Chemicals / Processing is a worldwide, business-independent operating service provider and manufacturer active in the permeation field among others, will report in June 2006 during the conference 'Permeation and leak testing, IQPC Automotive Fuel Tank System Forum 7 - 9 June 2006, Wiesbaden, Germany', the best performance of EVAL™ resins for the barrier to Hydrogen even under high pressure as illustrated in the enclosed diagram. In comparison to other polymers including LCP, EVAL™ Resins were proven to be the best of all polymers with barrier performances close to zero. With such a low permeation level, EVAL™ copolymers is now being combined to various polymers such as PP, HDPE, PA or TPU to provide the barrier level for the highly demanding application providing the very low Hydrogen permeation required while the other layers are providing the other functionality of the multilayer structures.



#### About Eval Europe NV

Eval Europe NV was founded in Antwerp, Belgium in 1997 to supply the European, Middle Eastern and



## News from the members

African markets with superior, high-barrier Ethylene Vinyl-alcohol (EVOH) copolymer resin. With a production capacity of 24.000 tons/year since October 2004, the Antwerp plant is the world's largest EVOH production facility. To offer local technical service and development assistance to our European customers, EVAL Europe has established a European Technical Centre at the Antwerp site.

Source: Eval Europe

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### Address by Mr Fujio Cho, Chairman Japan Automobile Manufacturers Association JAMA Annual Reception—Brussels, 3 July 2006

Japanese auto manufacturers first began local production operations in the United Kingdom, back in 1986. For JAMA, it is therefore a special pleasure to host this event this year, on the 20<sup>th</sup> anniversary of the launch of this partnership with Europe, and to have the opportunity to meet and talk with all of you.

On behalf of JAMA's members, I wish to convey our profound gratitude for your support and understanding over the past 20 years. During that time, there has been considerable growth in Japanese automakers' EU-based business activities, which are deeply rooted in local communities. This progress is a reflection of our basic belief that motor vehicles will most effectively meet European consumers' needs when they are developed and manufactured in Europe.

Currently, JAMA members and their local affiliates operate 17 production bases in 10 European countries and 11 R&D centers in five countries of Europe. EU production by Japanese automakers totalled about 1.37 million units in 2005, more than double the 610,000 units they produced in the EU 10 years previously, in 1995. Since 2001, this production volume has exceeded the number of unit imports from Japan.

JAMA member companies now purchase 11.2 billion euros' worth of EU-built auto parts annually, while their exports of finished vehicles from the EU totalled 380,000 units last year. In these various ways, they are making a significant contribution to the EU economy.

As participants in the European automobile industry, JAMA member companies view as critically important the matter of increased competitiveness for the European industry. Indeed, JAMA actively supports the EU Commission's CARS 21 initiative aimed at advancing the European industry's global competitiveness, and welcomes the "Better Regulation" recommendations of the CARS 21 Final Report calling for "simplification,

impact assessment, discussions with the industry" and other measures. We have high expectations, too, for EU efforts towards the creation of Global Technical Regulations in WP29. Also of vital importance is the adoption—which we heartily welcome—of an integrated approach to reducing CO<sub>2</sub> and other vehicle emissions and improving road safety.

Meanwhile, JAMA is working hard to help the auto industry live up to its proper role in the European economy, which includes acting as a pivotal force in generating major added value and jobs; in promoting new technology applications and technological innovation; and in achieving environment- and safety-related policy goals.

The automobile industry is now a genuinely global sector, extending worldwide across countries and regions. Against that backdrop, the cooperative ties between the European and Japanese auto industries are becoming progressively closer and stronger. For its part, the Japanese auto industry intends to continue to contribute to the European economy and the advancement of the European auto industry through the promotion of sustainable mobility, on the basis of its 20-year relationship with the EU.

I would like to conclude my brief remarks by expressing the hope that JAMA's reception this evening will, therefore, mark another step towards increased mutual understanding and partnership between the automobile industries of Europe and Japan.

Source: excerpt of Address by Mr Fujio Cho, Chairman Japan Automobile Manufacturers Association at the JAMA Annual Reception—Brussels, 3 July 2006

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### A Belgian appointed director of the WAIPA

The ever increasing importance of the impact of foreign investments on the world economy has triggered the investment promotion agencies to come together under the aegis of the United Nations into an international association: the WAIPA (World Association of Investments Promotion Agencies). Bernard Hanin, Director General of the Foreign Investments Branch of the AWEX (Agence Wallonne à l'Exportation et aux Investissements Etrangers), and BJA member, has recently been appointed director representing the Walloon Region, alongside countries such as Sweden (Presidency), China and South Africa, Japan, Mexico, Egypt and France.

The presence of the Walloon Region, following a proposal by France and Spain, as regional spokesperson, should be seen as a means of enhancing the status of the European Regions among all of the Member States. This association covers over 200 Agencies representing 150

## News from the members

countries and Regions on 5 continents. This appointment is especially important for the visibility of Belgium in general and of the Walloon Region in particular.

Source: AWEX

### Nihonjinkai Japanese Speech Contest: accepting applications now

Closing date for registration: 6 November 2006  
Final competition: Saturday 25 November 2006, from 14:00 at 'The Japanese School of Brussels'  
Registration under the following conditions:

- Being a Belgian national or non-Japanese resident in Belgium or in any neighbouring region
- Not having won the first prize in past Japanese speech contests

#### Selection procedure:

The competition will be divided into two categories. Each applicant has to choose one of them. Although, the announced prizes will only be given to finalists in Category B. Participants in Category A will receive special prizes. There will be a preliminary selection of applications before the final competition.

*Category A:* Present your skills in Japanese in 3 minutes about any subject of your choice. There will be no question and answer during the final competition.

*Category B:* Give a 5 minutes speech about one of the following subjects:

- Theme 1: What will be your proposals or suggestions in order to promote the cultural exchange between Belgium and Japan (or EU and Japan)?
- Theme 2: Is there a specific (or various) Japanese custom(s) that you would like to introduce in Europe? And explain the reason.
- Theme 3: Express your feeling or opinion about an incident or an event that occurred in Japan in 2006.

N.B. If you apply for Category B but your speech is unfortunately not accepted, we may recommend instead that you present your speech in Category A.

#### How to participate?

Send the following documents to NIHONJINKAI (Av. Louise 287 Bte 2, 1050 Bruxelles):

1. the registration form duly filled,
2. a copy of your identity card,
3. an audio tape or CD of your speech in Japanese,
4. the text of your speech in Japanese.

#### Prizes

- First prize (cat. B): a return ticket to Japan and € 1,000
  - All the other finalists will receive wonderful presents
- For further details and the application form, please visit: [www.nihonjinkai.be](http://www.nihonjinkai.be)

## Personalia

The Board of Directors would like to inform you that Mr Masuko of Mitsui & Co. Benelux has accepted to be the new Vice-President of the BJA, during his presidency of Board Member, as informed in the Trade Flows issue June 2006. The BJA wishes him all the best in this new role. You have the pleasure to read his Editorial in this current issue.

We would like to thank hereby sincerely Mr Arashima of Toyota Motor Europe for his warm and heartfelt support during his vice-presidency of the BJA. His further continuous support as Board Member is very much appreciated.

Mr Patrick Schobbens of ING tendered his resignation from chairmanship of the BJA EU Committee. His successor and long-time active member Mr Didier Stevens, Manager Government Affairs of Toyota Motor Europe is happy to challenge the role of this new position within the BJA.

The BJA would like to thank Mr Schobbens deeply for all his time and ideas during all the years of dedication to the BJA.

#### New Members

The BJA would like to extend a warm welcome to its newest members:

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Web site: [www.artofliving.be](http://www.artofliving.be)

BJA Contact: Mr Bernard De Gruben, Managing Director

#### Associate Member:

##### DILIGENCE (Risk management services)

Bastion Tower, Level 20, Place du Champ de Mars 5, 1050 Brussels

Tel: 02/550 35 88 • Fax: 02/550 35 88

E-mail: [jgreenaway@diligencellc.com](mailto:jgreenaway@diligencellc.com)

Web site: [www.diligencellc.com](http://www.diligencellc.com)

BJA Contact: Mr Jon Greenaway, Managing Director

##### iTQi (International Taste & Quality Institute)

Avenue de l'Observatoire 106, 1180 Brussels

Tel: 02/372 34 22 • Fax: 02/372 34 21

E-mail: [info@itqi.org](mailto:info@itqi.org)

Web site: [www.itqi.org](http://www.itqi.org)

BJA Contact: Mr Christian De Bauw, Managing Partner



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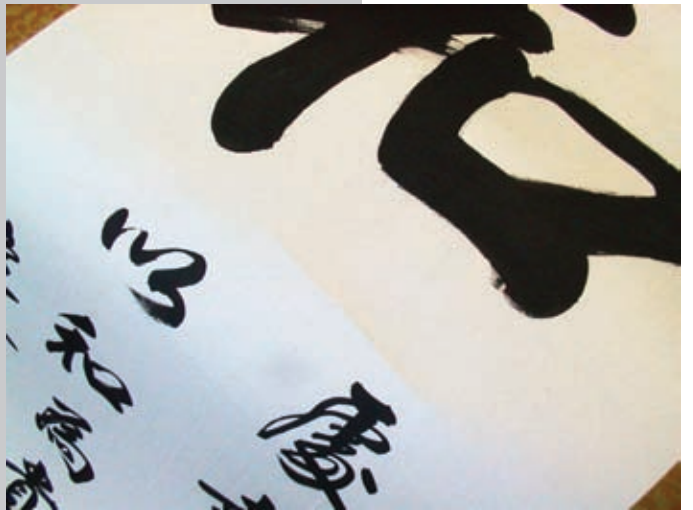
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Yamagata firmly believes in the customer-oriented approach: years of experience gained in serving the documentation

divisions of our Japanese customers and striving for ever-higher levels of quality have resulted in our automation of the "human processes" wherever possible. Our drive to satisfy customers has accelerated the development of multiple tools that have proven to improve the workflow and reduce costs. These have now been assimilated into our integrated Total Quality Approach. This is what allows us to be successful in providing thorough and efficient services to a highly demanding market.

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