



## TRADE FLOWS & CULTURAL NEWS

Number 106 - March 2015

### EDITORIAL

## The Year 2015

By HE Ambassador Keiichi Katakami, Ambassador Extraordinary and Plenipotentiary of Japan to the European Union

It is somewhat a pleasant surprise for me to realize that 6 months have already passed since I arrived in Brussels as Ambassador of Japan to the European Union.

However, I must confess that I still feel like a relative newcomer engaging with the EU institutions, which can often be demanding and sometimes difficult, or more precisely, I should say challenging.

Even in my somewhat limited stay in Brussels, I am pleased to see that there is truly a constantly expanding horizon of cooperation and collaboration between Japan and the EU; from that of trade and investment to international diplomacy and security agenda, to that of cooperation in the area of space, IC and cybercrime, to name but a few.

Also, I am pleased to see both Japan and the EU working together, as entities who share fundamental values and principles such as human rights, the rule of law, democracy, are contributing and playing a leading role towards the peace and stability of international society.

Nevertheless, there is a great untapped potential for both of us to work and achieve together, and this year 2015, will be one of the most challenging years for Japan and the EU. One of the biggest challenges lies in the area of trade and investment; namely to establish a framework for an ever closer economic partnership through the EPA/FTA. Important not only because what it can bring when it comes to jobs and growth on both sides, but for the possibilities for Japan and the EU to set global standards and to renew and

solidify our strong partnership.

We set the political target of concluding in principle an ambitious and high level agreement by the end of this year. This will be a challenge, but I believe it is achievable if both sides make strenuous and determined efforts with creativity. It is doable only when there is strong support of the business sectors from both sides.

With this challenge before us, I am pleased to share that Prime Minister Abe in his New Year's reflection made it clear that he will push ahead with reforms even more boldly and with an even greater sense of speed and make this 'a year to carry out reforms'.

When the New Year comes in, we always ask what kind of year this year will be?

According to the Chinese/Japanese calendar, the Year 2015 is 'A Year of Sheep'. 'Sheep' usually symbolize peace and prosperity, but we also have some connotations such as 'Lost lamb' and 'Angry Ram' etc.

It is our joint enterprises to make the Year 2015 a year of peace and prosperity. There is an old Japanese teaching which says that 'seemingly waterbirds floats serenely and move swiftly and tirelessly on the surface of the water, but below the surface, they are incessantly and unflaggingly moving their webbed feet.

I am certain that this equally applies when we pursue the goal of strengthening the relationship between Japan and the EU.



HE Mr Keiichi Katakami

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**BJA REPORT**

# Gala Dinner & Launch Event: Gault&Millau Belux Guide 2015 & “Best of Japan” Special “Best of Japan”特集付Gault&Millau Belux レストランガイド2015出版、スペシャルガラディナー

Monday 10 November 2014 – Mercedes Fascination Center, Brussels



Members are enjoying the evening



Professor Declerck, BJA President and his wife, gather with Mr Kamo and Baron Snoy to taste the best of the evening



JTI kindly supported wholeheartedly another activity of the BJA. Thank you!

Thanks to the great support of JTI, the BJA assisted Gault&Millau in publishing a “Best of Japan” special edition of 40 pages dedicated to the Japanese gastronomic culture in the 2015 Gault&Millau Belux Guide. We had the privilege to invite BJA guests to attend their annual Gala dinner at the prestigious Mercedes Fascination Center.

After an exquisite cocktail among luxurious cars, with appetizers prepared by the famous Japanese restaurant Samourai, all the guests moved to the impressive atrium for a gastronomic dinner prepared by Chef of the year Filip Claeys. The four delicious courses were accompanied by sommelier-selected wines.

This festive event was punctuated by speeches, presentations and award ceremonies, and, to the delight of the guests, followed by a dancing after party. In all an experience to be remembered!



If you are interested in a free copy of the Gault&Millau Belux Guide 2015, please inquire with the BJA Office – [info@bja.be](mailto:info@bja.be)





The BJA members gathered numerously at the Auto Museum



The sake barrel breaking – splashing prosperity all around!



The Turbo Chat Area brought many new members together in an efficient and speedy fashion

Thanks to the generous support by Fujitsu and WilmerHale, the BJA had a great pleasure in inviting the members to celebrate a prosperous New Year at the Autoworld Museum in Brussels.

Upon arrival, the members and guests were welcomed by Mr Eric Janssen, Head of Museology and Mr Rodolphe Bensele, Automotive Expert, who generously guided them through the special Belgian Cars exhibition area before the cocktail.

Professor Gilbert Declerck, BJA President and Member of Board of imec International, opened the evening officially with a short welcome speech thanking the members of BJA and everyone involved for their dedicated support to the BJA. Then Mr Janssen briefly introduced the Autoworld Museum and its history, followed by Minister Yoichiro Yamada of the Embassy of Japan who kindly expressed his New Year greetings to over 170 guests. “Kagamiwari”, the traditional sake barrel breaking ceremony was jointly performed by Professor Declerck, Minister Yamada, Mr Janssen, together with Mr

Frédéric Louis, Partner of WilmerHale, and Mr Jean-François Guerrier, Managing Director of Fujitsu.

After the successfully ‘splashing’ sake barrel breaking, some guests joined the Turbo Chat Networking Tables to meet new people and others enjoyed the guided tour through the Belgian Cars area, while savouring delicious sushi, sake and canapés.



Mr Leroy, President and CEO of Toyota Motor Europe, welcomed the newest BJA Board member Mr Minamoto, General Manager of Bank of Tokyo-Mitsubishi UFJ and his colleague Mrs Cnockaert



## The EU Committee

The EU Committee is focusing at finding ways to bridge the gap between EU activities and the member's business interest. The goals of this committee are, therefore, to continue to listen to the members, to try to identify their needs, and to organize meetings with EU Representatives and inform members on European issues accordingly. In order to increase its visibility towards the EU institutions, the EU Committee will continue to "coordinate" more and more different initiatives together with other European sister organizations.

*Chairman: Didier Stevens*

### › TAKAHIRO TOMONAGA

Takahiro Tomonaga is General Manager of Mitsui & Co. Benelux, Strategic Information & Research Department in Brussels.

His activities in Brussels are to collect information on EU policies and Regional affairs in Europe, Middle East and Africa. His strategic information & research department is related with Mitsui Global Strategic Studies Institute (MGSSI) which is internal think tank of Mitsui & Co., Ltd.



### › CRISTINA LEAL

My name is Cristina Leal and I joined the EU Committee in 2009 upon my return from Japan where I participated in the Executive Training Programme (a EU funded programme to help European companies enter the Japanese market). At present, I work temporarily for the European Parliament as a lawyer-linguist. I like to bridge my EU and Japanese experiences in the context of the work carried out by the BJA.



### › LUCAS BERGKAMP

Prof. Bergkamp is a partner with the international law firm of Hunton & Williams, and a resident in its Brussels office. He focuses on European regulatory and liability law, in particular on environmental, health and safety, and product regulation, at compliance, strategic, transactional, and policy levels. He is member of the New York Bar and on the B-List of the Brussels Bar. In addition, since 2009, he serves as the Director of the Council on the Environment and Product Stewardship, and as a member of the Board of the European Journal of Risk Regulation. Over the last 25 years, Lucas has lectured and published widely.



### › PASCAL BERGHE

Pascal Berghe is an associate at White & Case based in Brussels who focuses on European competition law. He has acted for many Japanese clients both before the European Commission and the EU Courts, and spent several months in White & Case's Tokyo office in 2013. Originally from Liège, Pascal studied at the College of Europe and New York University. During his free time, Pascal enjoys reading and hiking with Angela, his wife who is also a lawyer.



### › AIKO HIGUCHI

Director, EU-Japan Centre for Industrial Cooperation – European Office  
After working in Tokyo in the field of EU-Japan and US-Japan relations for 15 years, Aiko moved to Brussels in June 2013. She has been working for the EU-Japan Centre for Industrial Cooperation since 2001 and is currently the Japan-side Director for its office in Brussels. She enjoys the opportunities for working across cultures and facilitating communication between Europeans and Japanese.



› LUC HOUBEN

Luc Houben is a managing partner with Jones Day, an established American law firm with 41 offices world-wide, among which in Tokyo. Luc is an experienced corporate lawyer, focused primarily on cross-border transactions. He has played a leading advisory role in various acquisitions, joint ventures, restructurings, and significant real estate and commercial projects for several Japanese, U.S. and European companies. Luc maintains currently offices in Brussels and Amsterdam. Previously, he has also practiced in Tokyo. Up and till this day, Luc maintains strong relations with Japanese companies and visits Japan frequently. Besides practising as a lawyer, Luc enjoys travelling and mountain hiking.



› ERIC RESLER

Early in my life I developed a special interest in all aspects of the EU-Japan relationship since the 16th century. As a young business lawyer, I received scholarships from the Japanese Government to first conduct comparative legal research in Tokyo, then join the post-graduate law school of Chuo University. The last two years of my five-year stay in Japan, I worked for a Japanese law firm in Tokyo. With over 25 years' experience in a variety of legal areas, including international distribution, general commercial transactions and intellectual property, I still particularly enjoy working for Japanese companies with a presence in Belgium as well as advising Western companies on Japan related commercial transactions.



› DIDIER STEVENS

Didier Stevens (52) is Senior Manager European & Government Affairs at Toyota Motor Europe in Brussels. He is in charge of coordinating and leading all lobbying activities in Europe for the Japanese company. He represents Toyota in different industrial associations and federations. He is also Chairman of the BJA EU Committee. Didier is married and has 2 grown-up daughters. He likes cooking and enjoys walking his dog.



› ETSUKO KAMEOKA

Qualified lawyer, Counsel, Van Bael & Bellis  
Etsuko Kameoka specialises in the field of EU competition law with a solid understanding of Japanese antimonopoly law and US antitrust law. Her expertise covers merger control proceedings, cartel investigations, distribution agreements and abuses of dominance. She is widely-published in multiple languages and is the author of "Competition Law and Policy in Japan and the EU" (Edward Elgar Publishing, 2014). She also regularly speaks at conferences on competition issues. Etsuko studied at Keio University (Japan), the College of Europe (Belgium), New York University School of Law and the University of Paris I Panthéon Sorbonne



› DIANE F. VAN BOCKSTAL

Belgian, born on 13 August 1962.

I finished my studies in management (Solvay Business School, ULB) in 1984. In 1987, I settled in Japan for 6 years, taking advantage of the EC-funded Executive Training Programme. In 1993, I left Japan for England to help a British apparel company to set up a partnership in Japan. Since 1996, I have been working for the EU-Japan Centre, and have been the director of the European Office since January 2002.



## EU-Japan news

## EUROPEAN AND JAPANESE STANDARDISATION ORGANISATIONS AGREE TO STRENGTHEN THEIR COOPERATION

Leaders from the European and Japanese standardisation organisations have signed a new joint Cooperation Agreement, providing a revised framework for closer collaboration on various aspects of standardisation, which will facilitate trade in goods and services between Europe and Japan.

The three organisations – CEN (European Committee for Standardization), CENELEC (European Committee for Electrotechnical Standardization) and JISC (Japanese Industrial Standards Committee) – have committed themselves to increasing their cooperation on issues of joint interest, in order to enable greater technical alignment of both markets. By strengthening their dialogue and promoting the harmonisation of standards at international level, they will help to facilitate trade in goods and services between Europe and Japan, thereby contributing to sustainable growth.

This new Cooperation Agreement was signed on 13 November at a ceremony in Tokyo, where the International Electrotechnical Commission (IEC) was holding its 78th General Meeting. Previously, separate cooperation agreements had

existed between the partners. However, CEN, CENELEC and JISC decided to align these agreements in order to streamline the technical cooperation between Europe and Japan, and also to focus their cooperation on a number of specific strategic areas.

The new agreement provides CEN, CENELEC and JISC with a common framework for facilitating the sharing of information, the transfer of technical knowledge and the exchange of best practices in several key areas such as emerging technologies, research and innovation, and engagement with small and medium-sized enterprises (SMEs). Moreover, the Cooperation Agreement will be supported by a detailed roadmap for its implementation, starting in the first quarter of 2015.

By developing and deepening their cooperation in the field of standardisation, and reaffirming their commitment to seeking global solutions in the framework of the international standardisation organisations (ISO and IEC), the three partners will contribute to overcoming technical barriers to trade and thus facilitating trade between Japan and Europe. The cooperation between

CEN, CENELEC and JISC would also support the successful implementation of an ambitious and mutually beneficial trade agreement between the EU and Japan, which is currently under negotiation.

Speaking at the signing ceremony in Tokyo, Dr Tamotsu Nomakuchi, President of JISC, highlighted the importance of on-going cooperation in the fields of Smart Grids, Railways and Accessible Design –through joint Working Groups with the active participation of high-level experts from both sides. « I believe these Working Groups will be further activated under the new agreement, and I hope that we can continue and further enhance our good relationship between Europe and Japan» he said.

Speaking on behalf of CEN and CENELEC, the President of CENELEC, Mr Tore Trondvold, stated that the exchange of technical information and sharing of standards would enable the partners to «extend the benefits that standards bring to our societies, and contribute to the growth of our economies and the well-being of our people»

Source:  
[www.eu-japan.eu/sites/eu-japan.eu/files/december14.pdf](http://www.eu-japan.eu/sites/eu-japan.eu/files/december14.pdf)

## EIGHTH ROUND OF NEGOTIATIONS ON THE JAPAN EU ECONOMIC PARTNERSHIP AGREEMENT (EPA)

The eighth round of negotiations on the Japan-EU Economic Partnership Agreement (EPA) was held in Tokyo, from 8 to 12 December.

The meeting was attended by, on the Japanese side, Ambassador Yasumasa Nagamine, Deputy Minister for Foreign Affairs (Chief Negotiator) and representatives from other relevant ministries and on the EU side, Mr Mauro Petriccione, Deputy Director-General, Directorate-General for Trade, the European Commission (Chief Negotiator) and other representatives.

At the meeting, fruitful discussions were conducted on areas such as trade in goods, trade in services, investment, intellectual property rights, non-tariff measures, government procurement and others.

The next round of negotiations is scheduled to take place in Brussels, Belgium, in the week of 23 February 2015.

Source:  
[www.mofa.go.jp/press/release/press3e\\_000027.html](http://www.mofa.go.jp/press/release/press3e_000027.html)

## How woman power can add to Japan's growth

By Mrs Tiene Vertriest, Business Development Manager of Yamagata Europe and BJA Editorial Committee Member



Women in Belgium and Western Europe have been vital participants in economic life since the 1960s. The 28th World Economic Forum in 2014 published a report showing the gender gap between men and women in 142 countries. Despite being the third largest economy in the world, Japan ranks far behind other nations when it comes to gender equality. Japan ranked 104th in gender equality out of 142 countries and territories. Belgium ranks 10th in this report. The report shows that although wealthier countries tend to be fairer when it comes to gender, Japan seems to be one notable exception...

Also according to the report, the rate of female participation in Japan's workforce is only 63%, compared to 85% for men. Among the employed, 35% of women are in part-time employment, compared to 10% of men.

### Womenomics

In 1999, a team of analysts led by Kathy Matsui at Goldman Sachs concluded that Japan could increase its GDP by as much as 15% by bringing more women into the workforce and closing the gender gulf that has formed in the Japanese labour market. Now, more than 14 years since Matsui's legendary exposé of gender politics in Japan, things are finally beginning to change. The term 'womenomics', lifted from Matsui's paper, is finally part in the Japanese political dictionary, thanks to Shinzo Abe.

### Abenomics

Womenomics is a vital component of Prime Minister Shinzo Abe's much praised reform plans, known as Abenomics. Abe is committed to modernising the Japanese economy, hauling it out of deflation and back into growth. His aim was to revive the economy with "three arrows": a massive fiscal stimulus, more aggressive monetary easing from the Bank of Japan and structural reforms to boost Japan's competitiveness.

At the 2014 World Economic Forum Annual Meeting in Davos, Switzerland, Japanese Prime Minister Shinzo Abe identified

Japan's female workforce as the country's most underused resource and stated his intention for 30% of all senior leadership posts to be occupied by women in 2020.

Behind Abe's 30% target and the proposed legislation is a sense of crisis; unless Japan encourages more women to join, Japan could face a serious workforce shortage due to its rapidly ageing and declining population, casting doubts over the nation's future economic growth and sustainability of its social security system.

Japan's population is aging and shrinking faster than any other country in the developed world. It shrank by its largest amount on record in 2014. Roughly 1.001 million people were born and 1.269 million people died. Japan's birthrate is about 1.3 children per woman – similar to or even higher than many European countries. But countries in Europe have staved off population decline by importing workers. In Japan on the other hand, immigration is strictly limited.

About 60% of women leave their jobs when they have their first child. The ratio of women in regular full-time employment is highest in the 25-to-29 age bracket. It then declines after that as many women become irregular workers. Many women quit their jobs because they think it's too tough to work full-time while raising young children and running the household. Abe has announced a series of reforms including ensuring sufficient childcare centers for 300,000 children by March 2020; requiring listed companies to disclose the number of female executives by March 2015; and reviewing the tax and social security system to ensure its neutrality toward women workers. So far, Abe's concrete plans for bringing more women into the workforce are still a little vague and there is quite some opposition from the traditionalists. But Japanese women seem to be responding positively and the key point here, is that Abe's is the first administration that has even mentioned women's participation and giving women the public support that has long been missing in Japan. At least that is a step forward.

# Outline of Aging Japanese population and Belgian pension

By Mrs Yuri Kiyoshima, Consultant at Deloitte, and BJA Editorial Committee Member



Mrs Yuri Kiyoshima

As an immigration and social security consultant at Deloitte in Belgium, I was assigned to the Deloitte Tohmatsu office in Tokyo from October until December 2014 to improve my knowledge about the Japanese social security system, to strengthen our network with the professionals in the Tokyo office and to strengthen the relationships with our Japanese clients and the Belgium-Japan related public institutions in Japan. Being a Japanese national, after having resided in Belgium for more than 15 years in total, I had to get used again to the Japanese city life with crowded trains, streets without names, constant noises, the overwhelming publicities and the people being addicted to their smart phones. While on my assignment in Japan, I was happy to see Belgian things such as beers, Belgian chocolates, Belgian people etc. and I was very proud to represent my adopting country Belgium. When returning to Belgium, I will likely be in search of something Japanese. While serving Japanese clients in Belgium, we noticed in our practice the increasing requests for assistance with regard to the application for Belgian pensions on behalf of Japanese expats who used to work in Belgium. My assignment to Japan has helped in understanding the framework, which is set out below:

### Statistics

According to the statistics from ONP/RVP (Belgian Pension Office) of 2013, 676 Japanese nationals residing in Japan are receiving a Belgian pension and the number of the Belgian pension receivers in Japan is expected to increase in relation to the Japanese aging population. (Attach the ONP/RVP figure) As we can see from this table that Japan is the Asian country with most pensions being paid out.

Indeed, according to the Belgian Embassy, the questions they receive with regard to the Belgian pension are increasing and they receive approximately 300 questions on this matter on a yearly basis.

### Bilateral Japan-Belgium social security treaty

The applicants have the right to receive such a Belgian pension since they have contributed to the Belgian social security during their employment in Belgium. Indeed, the Belgian-Japan agreement on social security states that: Any provision of the legislation of one Contracting State which restricts entitlement to or payment of benefits solely because the person ordinarily resides outside or is absent from the territory of that Contracting State shall not be applicable to persons who ordinarily reside in the territory of the other Contracting State. (Article 5.1). The pension amount they receive is calculated by the Belgian pension administration taking into account the period of employment, the remuneration during their stay in Belgium and their family situation (marital status, whether their spouse is working or not etc).

### In practice

In practice, the Japanese social security authorities (Japan Pension Service) are in charge of providing the pensioners with the application form and sending it to the Belgian Pension Office. Upon receipt of the application form, the Belgian Pension Office contacts the applicants to further deal with the request. Throughout the process for requesting a pension, the Belgian Embassy can assist the applicants with regard to “the certificate of life”, which is required by the Belgian Pension Office. This Certificate of life is what the Belgian

pension administration needs each year in order to confirm that the applicants are still alive. When the Japanese local authorities cannot confirm this, the Belgian Embassy can assist by stamping the certificate on behalf of the local authorities.

However, the Embassy cannot respond to specific pension related questions. These questions are usually referred to the last employer, who often liaises with our team for further assistance.

### Conclusion

As it was the employer who paid the employee’s contributions to the Belgian social security on behalf of the employee during their stay in Belgium, and given that at the same time often also Japanese contributions were paid on behalf of the same employee, Japanese companies do not always encourage their OBs/OGs to request their Belgian pension, from the point of view of fairness towards other OBs/OGs who have worked in a different country, having a different social security agreement. It therefore occasionally happens we are contacted by the pensioners themselves, who in their search for some allowance, get in contact with the Belgian advisors who used to handle their personal files while they were employed in Belgium, sometimes more than 20 years ago.



### ASIAN COUNTRIES WITH THE BILATERAL SOCIAL SECURITY TREATY

COUNTRY OF RESIDENCE	TOTAL	Local nationality	Belgians	Others	AMOUNTS
Israel (IL)	593	113	378	102	290.857,87
India (IN)	37	9	22	6	18.603,54
Japan (JP)	691	676	9	6	161.443,01
South Korea (KR)	9	2	6	1	7.488,27
Philippines (PH)	182	24	134	24	174.666,92

## A unique collaboration between The Tolman Collection in Tokyo and TAG bxl, The Accessible Gallery in Brussels



### Look What Happened to Japanese Prints Contemporary woodblock print

“You will fall in art here,” that was TAG bxl’s teaser before the gallery opened its doors for the first time last summer. Falling in love with an art piece was also what started this unique collaboration between the two Tokyo and the Brussels galleries. Last spring the Tolman Collection was present at Brussels Off Art Fair with paintings by, among others, the leading Japanese female artist, Toko Shinoda. When Johanna Suo from TAG bxl came across “just that” beautiful painting, that was the start of an innovative collaboration.

TAG bxl, a young gallery specialising in emerging artists and accessible art, collaborates with the established Tolman Collection with more than thirty-six years in business. Norman Tolman, director of The Tolman Collection, was very impressed with the large surface that TAG bxl can devote for proper artwork exhibition. As people may not be aware, in Tokyo where rents are unusually high, it is sometimes quite difficult to find spaces where multiple artworks can be rightfully displayed. Thus, in the late summer of 2014, Mrs Suo and Mr Tolman started to imagine what kind of exhibition could be offered to European audiences. Mr Tolman’s idea was to show Japanese Woodblock prints that are truly contemporary. As a result, the two galleries selected the works of the artists Yuichi Hasegawa, Yoshikatsu Tamekane and Hidehiko Goto. These works will be displayed at an exhibition in March, where the stronger pieces will shine while the subtler works will supplement them as actors do in a play where everyone plays a role in the man plot. This set up will invite Brussel art lovers to open their minds to what Japanese artists are doing now.

The goal of the exhibition is to show the level to which Japanese art has risen since the long gone days of ukiyo-e (depicting traditional images of samurais and geishas) which is the image that people

traditionally have in mind when thinking about Japanese art. Around forty pieces by the internationally recognized artists Hasegawa, Tamekane and Goto will be shown.

*“I am really pleased to be included in such an innovative show. When asked for whom I make my works, which is sometimes asked of me, I always think of the Tolman Collection who take such good care of where my works are shown. I am a student and a fan of Saito Kiyoshi (1907-97) also from Fukushima where I live, who was the first Japanese artist to raise interest in the foreign community for our kind of work. I was influenced by him and am very pleased to be in this exhibit which will certainly cause Belgian audiences to know what we are doing in Japan. I understand that Mr Tolman and Johanna Suo have selected works that they feel shows my best work and I am proud to be included”*

Yuichi Hasegawa

*“As the largest publisher of contemporary Japanese art it is through my Japanese-trained eyes that I have recommended to TAG bxl to bravely offer work that the local audience has never had a chance to see. Everyone thinks he knows what he will find, but in Europe where the old tried and tested Japanese culture is sometimes put on a too elevated pedestal, these dynamic, colourful pieces will certainly lift the audience’s expectations to new heights. I want all the viewers to remember that here in Tokyo our gallery is the home of some forty-eight artists and that this first show is only the beginning. I look forward to hearing the views and opinions of art lovers in Belgium who have had ample opportunity to see what is going on in Japan now.”*

Norman Tolman

The exhibition will as well display a video, from the Adachi Institute of Woodcut Prints, with explanations of the usage of the ‘Baren’ and the woodblock print technique.

### Exhibition and Sale

4 March 2015 - 22 March 2015 at TAG bxl,  
Rue des Renards 1A, 1000 Brussels.

To know more about the exhibition, the artists and the galleries, please visit:

[www.tag-bxl.be](http://www.tag-bxl.be)  
[www.tolmantokyo.com](http://www.tolmantokyo.com)



The Friendship Committee will have a **Pre-Opening Exclusive Event** on Tuesday 3 March in the evening. Save the date!

## The Young Executive Stay Program YES IX in Japan

19 -26 October, 2014

After going through a strict selection procedure; being instructed by experts and business people about dealing with business in Japan during two briefing sessions; having the honour to meet His Majesty King Filip of Belgium under whose auspices the program is held and being introduced to all facets of what to expect in Japan, all the hard work in Belgium ended and Japan was awaiting. The YES candidates were ready to do business.

Tokyo welcomed the YES participants in a warm atmosphere of 23 degrees Celsius on the 19th of October for one busy week. The young executives, the BJA and the BLCCJ directors met up with the respective business coaches, Sophia University students, sponsors and other parties involved in the program during a welcome cocktail. A time to relax that evening just before the first week filled with BLCCJ seminars, panel discussion, meetings with the Belgian and Luxembourg Ambassador and other staff of the Embassy and Regions, and business-to-business contacts would lift off...

Some of our dynamic YES participants would like to share their experience of doing business in Japan in the following articles.



### **Mrs Chiara De Vlioger, Export Manager of Marylise and Rembo Styling**

In 2010 Marylise and Rembo Styling, two important Belgian bridal wear manufacturers, merged. Our wedding dresses can be found in 600 shops in more than 15 European countries. One of the most important goals for the future is expanding and exploring new markets outside Europe and we therefore applied for the YES program.

Participating in the YES program was a unique opportunity in every way possible. Recent years we met a few Japanese stores during professional bridal fairs in Europe and faced the same problem every time: communication. It was very hard to understand each other due to language barriers and different business habits. Although we already sold

to a few stores in Japan, the established relationship with these customers was rather superficial due to cultural differences. This is why the YES program was a unique opportunity for us; learning more about the Japanese business manners and being supported by a Japanese student gave us more extensive perspectives into the Japanese bridal market.

Together with our student we visited several stores and we were nicely surprised about the high level of quality the stores offer. Each store was beautifully decorated, well organized and offered a wide range of quality gowns. Before heading to Japan we already investigated the local market and we knew Japanese brides still spend a lot of money on their wedding dress(es), but meeting the people behind the stores made us





understand what a great opportunity the Japanese bridal market can offer us. We brought some samples of our wedding dresses and all stores we visited were very pleased with the unique designs we offer and highly appreciated the fact of creating and producing 100% in Europe (Belgium and Portugal). We noticed this was really an advantage when selling our dresses to the stores.

Some of the shops already wrote down a small order but most importantly we had the opportunity of introducing Marylise & Rembo Styling and this enabled us to show the quality and uniqueness we can offer. Back in Belgium we did an extensive follow up and appointments have been made to meet our Japanese potentials again during European and American bridal fairs.

**Mr Goswin Timmermans,  
Director of J De Beukelaer nv | D  b  **

Since 1952 J De Beukelaer nv, has been producing insoles and shoe accessories. For a long time Belgium was well known for its shoe production and thus the main market for D  b  , the brand produced by J De Beukelaer nv, was Belgium. But as shoe production started to move abroad, a new world of opportunities was presented.

62 years later, D  b  , with production still in Deurne (Antwerp), the family owned company is the only producer of insoles and shoe accessories in Belgium and is the largest producer in Western Europe. Due to its knowhow and quality products D  b   has since evolved to the leading supplier of private label insoles and shoe accessories for customers in

28 countries across the globe.

Yet, Japan remained a blank spot on our export map. Having tried to get in touch directly with Japanese distributors and producers, the response was non-existent. So when I received the invitation for the YES program, we saw this as our chance to open up a market that showed a lot of potential for our product. But even more, when we were selected to participate it acknowledged our belief in our strength and potential to succeed in the Japanese market. After all, the jury selected the participating companies also based on their potential for success.

We were appointed a business coach and there was a Japanese student that prepared the meetings that we would have during our one week stay. With their support and efforts doors that remained closed before, now opened up. But equally important were the preparatory sessions that were held in Belgium. Although I am a globe trotter and I had traveled to Japan for business before, these sessions provided me with a solid life jacket before jumping into the deep. They also made very clear that Japanese companies do not do business with foreigners overnight and that I, and we as a company, should be prepared to go the distance and even further to make Japan a success.

During the more relaxing evenings with the other participants we could exchange our daily encounters and stories. And where we all wanted to return to Belgium with a book full of orders, - and congratulations to those who did! -,

I expected to return with a better insight in the Japanese market. But the result was better than expected: not only did we get the confirmation that there is a role for D  b   to play on the Japanese private label market, we are currently in testing phase both on product as well as concept with 2 of the major Japanese players.

Although there is still a very long way to go, the efforts made by the BJA and BLCCJ have given us the assistance to fill in that blank spot and I am confident that by this time next year the Japanese consumer, probably without knowing it, will walk on insoles made in Belgium.

**Mr Beno  t Cop,  
Export Manager of Codipro**

Two months after its trip to Japan as part as the YES Program, CODIPRO (ALIPA Group) can already say it has already charmed some Japanese partners as a first order for swivel lifting rings is already on its way towards the Land of the Rising Sun!

Selected among several Belgian and Luxemburg companies, last October CODIPRO flew over for a week to Japan as part of the YES Program (Young Executive Stay Program IX). Organized by the Belgium-Japan Association & Chamber of Commerce Association (BJA) and the Chamber of Commerce of Belgium and Luxembourg in Japan (BLCCJ), the objective of this program is to familiarize small and medium enterprises (SMEs) with Japanese business practices in a short period of time and at lower costs. To approach this market, renowned for being meticulous and demanding, in



the best of conditions, before leaving the 8 participants have benefited from several intensive training sessions in Belgium, along with the on-site support of assistants sent by the organisers.

“I’ve worked with Ken Tanaka, a Japanese student who came to spend a few days in our manufacturing sites in the Grand Duchy of Luxembourg to broaden his knowledge of the characteristics and technical nature of CODIPRO’s swivel lifting rings in order to target potential partners more effectively. Then I spoke with him a lot on Skype or via e-mail to prepare the various meetings and define a business approach suitable for this particular market,” says Benoît Cop, Export Manager at CODIPRO.

The success of this participation came soon: the first order came just one month after coming back from Japan. “It must be said that thanks to BLCCJ and BJA, we were already well prepared to tackle this demanding market. Punctuality, great politeness, respect for hierarchy, precision in our presentation... we followed all the recommendations and advice received from the Japanese market experts during the various preparatory sessions in Belgium. The quality of our swivel lifting rings, the technical rigour required at CODIPRO to manufacture them, our wide range of standard rings and the creation of specific swivel lifting rings by the unit in a very short space of time were accordingly arguments that convinced Japanese partners,” Benoît proudly says.

Very pleased with this success, CODIPRO’s export manager has further plans: there is already a second trip in the pipeline for

the beginning of next year to go back and meet the distributors met as part of the program in order to consolidate the relationship and generate new sales.

**Mathilde Danglade,  
Owner of Mathilde Danglade Jewels**

As a jewelry designer it was for me a great experience. I heard about the YES Program in 2013 from a friend who is living in Tokyo. I decided to apply with the documents requested. A few months later I received the confirmation that I was selected for the program.

In September 2014 I enjoyed and appreciated very much the visit of Laura, my designated Japanese student from Sophia University. We spend a day in our office in order to give her important

information and insights regarding our different jewelry collections. Laura was very curious of all the details that would help her to prepare the different meetings and appointments during my stay in Tokyo, one month later.

When finally I arrived in Tokyo, we were well supported throughout the week. I learned a lot about the Japanese culture. It is very interesting and it was a pleasure to work with Japanese clients which are very professional. I returned to Belgium very satisfied. We received orders from different clients and in our hands we have now very good contacts to follow up.

Thanks again to BJA and BLCCJ and all the supporting teams.



## How will the future be different?



### Fujitsu's vision of a Human Centric Intelligent Society

First, a hyperconnected world is emerging. It will have a huge impact on the future. People and the things around us, all linked together, sharing information. More connectivity means more collaboration. It means vanishing boundaries. In the era of hyper-connectivity, the key to growth is how people will use ICT to deliver value.

Second, in this new era, innovation is realized by enabling and combining the three dimensions of people, information and infrastructure. Fujitsu calls this Human Centric Innovation. As your innovation partner, we want to help you create value through this new approach.

Third, in the future, value will be created by digital ecosystems. These are networks of digitally connected services that traverse the boundaries of organizations and industries, with each node co-creating value for the end consumer.

Fujitsu wants to use the power of human centric ICT to build a safer, more prosperous and sustainable society, where knowledge is continually harnessed and people are empowered to innovate. We call this vision a Human Centric Intelligent Society.

### Human Centric Innovation

Innovation is taking on different characteristics in the era of human centric ICT - cloud, mobility, big data, social and the internet of things. It is fast and accessible. It is open and collaborative. It is led by individuals rather than organizations. In a world where everything is connected, we no longer operate in silos. And all the information we need is right at our fingertips.

Human Centric Innovation is a new approach to realizing business and social value by creating solutions and services that bring together the dimensions of people, information and infrastructure.



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## news from the members

**AGC TECHNOVATION CENTRE INAUGURATED IN GOSELIES  
BY HIS MAJESTY THE KING OF THE BELGIANS**

The AGC Technovation Centre serving AGC Glass Europe was inaugurated by His Majesty the King of the Belgians, on 5 November in Gosselies (Charleroi region) in the presence of personalities from the worlds of business, politics, academia and the press. The AGC Technovation Centre brings together some 250 researchers, technicians and engineers in brand-new premises focused on improving the glassmaking processes and developing new glass products for the

construction and automotive industries.

The personnel can now benefit from advanced facilities where the different areas (offices, laboratories and semi-industrial pilot lines) are designed to promote communication between and within the various teams on the site. As well as being close to the group's production units, the new site is located in the middle of a technology park (Gosselies Aéroport), thus benefiting from

a network of industries, laboratories and universities conducive to attracting international researchers and developing synergies associated with open innovation. Designed as a technological showcase for R&D achievements, the AGC Technovation Centre is destined to become the worldwide centre of excellence in architectural glass for the AGC group. "This facility will promote the emergence of new glass solutions for our customers while speeding up their development time, thus giving our research even greater impact," concluded Jean-François Heris, President and CEO of AGC Glass Europe.

Representing an investment of around 30 million euros, of which 8.9 million was financed by the Walloon Region, the AGC Technovation Centre was designed by Assar Architects.

More information on [www.agc-glass.eu](http://www.agc-glass.eu) (corporate site), [www.yourglass.com](http://www.yourglass.com) (glass for the construction industry) and [www.agc-automotive.com](http://www.agc-automotive.com) (for the automotive industry).

The picture features the VIPs sitting on the AGC bench which was used for the World Cup in Brazil. This picture was taken at the end of the ceremony.

**KATOEN NATIE PUTS TWO RECORD-BREAKING CRANES  
INTO OPERATION**

The logistics company Katoen Natie has invested in two new Liebherr cranes each with a lifting capacity of 208 tonnes. The two privately-owned heavy mobile cranes have been acquired for the Antwerp port area on the left bank of the Scheldt because this capability was not previously available there. The cranes are specially equipped for heavy lifts with the Cycop-

tronic system, an internal communication system that enables the two cranes to operate in tandem at 100% lifting capacity, giving a combined capability of 416 tonnes. This investment reinforces the port of Antwerp's position in breakbulk.

Source: [www.portofantwerp.com](http://www.portofantwerp.com)

## EMBASSY OF JAPAN IN BELGIUM HAS THE GREAT PLEASURE TO ANNOUNCE 150 YEARS OF FRIENDSHIP BETWEEN JAPAN AND BELGIUM RESULTS OF THE LOGO COMPETITION

In 2016, Japan and Belgium will celebrate 150 years of diplomatic relations and friendship. In the run-up to this year of friendship, a public competition was held to select the official anniversary logo. The jury evaluated 187 entries. The winning design is the work of Ms Ayaka YASHI, a 21 year-old student living in Osaka. The official logo of the anniversary will be used in communication regarding all the activities associated to the anniversary in the course of 2016.

Japan and Belgium established diplomatic relations in 1866, with the signature of their first Treaty of Amity, Commerce and Navigation. In 2016, the two countries will celebrate 150 years of diplomatic relations and friendship. In May 2014, Prime Minister Shinzo Abe of Japan and Prime Minister Elio di Rupo of Belgium agreed that both countries would take the opportunity presented by the 150th anniversary to underscore the many things that the two countries have in common, to strengthen the ties of friendship, and to encourage cultural exchange.

In the run-up to this year of friendship, a public competition was held to select the official anniversary logo. The competition was launched simultaneously in Japan and Belgium in October last year. Entries were received between November 1st and December 31st, 2014. In total 187 logo designs were submitted by 65 participants. The winner was announced on January 20, at the bilateral meeting between Japanese Minister for Foreign Affairs Fumio Kishida and Belgian Minister for Foreign Affairs Didier Reynders in Brussels.

The winning design is the work of Ms Ayaka YASHI, a 21 year-old student living in Osaka. The logo stands for the connection between Japan and Belgium, which is represented by circles of colored shades, fusing together. The jury chose Ms YASHI's design because it conveys very well the idea of connection and exchange, and it gives equal weight to Japan and Belgium.

The jury, composed of 12 members (6 based in Japan and 6 based in Belgium), consisted of representatives of the Belgian and Japanese Ministries of Foreign Affairs, the respective Ambassadors in Brussels and Tokyo, representatives of Japanese associations in Belgium and Belgian associations in Japan, business people and academics.

### First prize:

- › Ms Ayaka YASHI, 21, student, from Osaka (Japan)  
Prize: 1000 euro



### Second prize:

- › Mr Federico GILARDONI, 34, graphic designer, from Brussels (Belgium)  
Prize: 500 euro

### Prizes of excellence:

- › Ms Emilie ANSEEUW, 34, graphic designer, from Brussels (Belgium)
- › Mr Kazuyoshi OSHIMA, 46, web designer, from Chiba (Japan)
- › Mr Milo DE LE COURT, 7, primary school student, from Tokyo (Japan), obtains a special mention for his effort as the youngest participant in the competition.

The official logo of the anniversary will be used in all communication regarding the activities associated to the anniversary in the course of 2016. The logo will be made available upon request to organizers of events related to the anniversary for use in their communication regarding these events. The relevant documents and an application form will be published shortly.

More information about the results of the logo competition and about the 150th anniversary can be found on the following websites:

- › **The Embassy of Japan in Belgium:**  
[www.be.emb-japan.go.jp/english/index.html](http://www.be.emb-japan.go.jp/english/index.html)
- › **The Embassy of Belgium in Japan:**  
[countries.diplomatie.belgium.be/en/japan/relationship\\_belgium\\_japan/150\\_years\\_belgium\\_japan/](http://countries.diplomatie.belgium.be/en/japan/relationship_belgium_japan/150_years_belgium_japan/)

### If you have any inquiries, please contact:

Embassy of Japan in Belgium  
E-Mail: [150logo@bx.mofa.go.jp](mailto:150logo@bx.mofa.go.jp)  
Tel: +32 2 513 2340

## news from the members

### SERVE THE CITY – TOYOTA MOTOR EUROPE

For two busy weeks in December, Toyota Motor Europe (TME) teamed up with Brussels based NGO Serve the City to provide a Christmas gift to over 250 identified children in need.

TME members donated new toys, candy, books & healthcare products that could be packed in an individual box and delivered direct to each child.

Inspired by the world famous Toyota Production system (TPS) methodology, TME staff gave up their time to efficiently sort and pack boxes of gifts for the children and reach their target.

Additionally TME members gave 1100€ in cash donations which was handed over to the Serve the City charity for their many projects in the city of Brussels, including the Food 4 Friends project - every Monday and Thursday 18:30 at Gare du Nord where Serve the City serves soup, sandwiches, coffee, tea and waffles to the less fortunate living on the street.

All the boxes were personally delivered by Toyota staff in time for Christmas.

Source: TME



### ANTWERP PORT AUTHORITY CEO RECEIVES LIFETIME ACHIEVEMENT AWARD

Eddy Bruyninckx, CEO of the Antwerp Port Authority for the last 22 years, has been awarded a Lifetime Achievement Award by the professional periodical International Bulk Journal. The award is one of several given out annually by the industry journal.

Bruyninckx was given the award for his performance at the head of the port authority over the last 20 years, during which he turned Antwerp into a world-class harbour capable of taking ships of every size and type, carrying every sort of cargo. “This award is a token of recognition for the whole Antwerp port community, which, after the serious crisis of 2009, showed themselves more creative and dedicated than ever and facing up to any challenge,” Bruyninckx said. “Antwerp harbour has grown greatly in recent years, with liquid bulk our main growth engine, followed by containers. The future is looking bright, with a new record year in the short term and with billions of industrial investments in the middle to long term.”



The IBJ awards were launched in 2009 and were handed out this year in the Beurs-World Trade Center in Rotterdam. The awards will be given out next year in Antwerp.

Source: Flanders Today  
[www.flanderstoday.eu/business/antwerp-port-authority-ceo-receives-lifetime-achievement-award](http://www.flanderstoday.eu/business/antwerp-port-authority-ceo-receives-lifetime-achievement-award)

## BELGIAN PASSPORTS GET AN EVEN MORE EFFICIENT CHIP

Since 1 December 2014, all Belgian passports produced have an additional control feature called “supplemental access control”, designed to further protect data when reading the chip. In line with the recommendations of the International Civil Aviation Organisation (ICAO) and a requirement of the European Commission, the personal data of citizens, stored on the chip, most particularly his/her fingerprints, are thus better protected against any attempt at unauthorised reading.

### Already 10 years since our passports are electronic

Since 2004, Belgian passports are equipped with an electronic chip incorporating various information such as personal data, photograph, signature and - more recently - the fingerprints of the passport holder. Belgium was at the time the first country in the world to incorporate this security system for which the Belgian passport received an Interpol prize.

The Belgian passport is internationally recognised as one of the safest in the world and allows our citizens to travel visa-

free to over 170 countries. Along with the Netherlands, Belgium was ranked 3rd in the 2014 “Henley & Partners Visa Restriction Index”, which compares the number of countries to which a passport gives access visa-free.

### History of securing Belgian passports

Since 1998, the Belgian passport has gone through several stages in terms of security:

- › **Before 1998:** municipalities personalised passports by hand
- › **1998:** passports’ production is centralised
- › **2004:** addition of an electronic chip in the passport. The latter contains the personal data, signature and photograph of the passport holder
- › **2011-2012:** registration of fingerprints in the chip of the passports issued in our embassies and consulates
- › **2013-2014:** registration of fingerprints in the chip of the passports issued in Belgian municipalities and provinces
- › **1/12/2014:** new protection feature of the chip, « supplemental access control »

### Number of Belgian passports issued:

	2014 (01/01 to 30/11)	2013
In Belgium	456.974	485.999
Abroad (embassies and consulates)	43.839	45.497
<b>TOTAL</b>	<b>500.813</b>	<b>531.496</b>

Source : [diplomatie.belgium.be/en/Newsroom/news/press\\_releases/foreign\\_affairs/2014/12/nL\\_041414\\_passport.jsp](http://diplomatie.belgium.be/en/Newsroom/news/press_releases/foreign_affairs/2014/12/nL_041414_passport.jsp)

## ITC RUBIS TERMINAL ANTWERP FURTHER EXPANDS TERMINAL

ITC Rubis Terminal Antwerp announces the start of construction of an additional 14 tanks with 45.500 cubic meters storage capacity for chemicals at its facility in Antwerp, Left Bank. ITC Rubis Terminal Antwerp started operation of the storage terminal in October 2010 and with this expansion will have a capacity of

155.000 cbm for the storage of chemicals and gasses. The new storage capacity, comprising low-pressure mild and stainless steel tanks, will be commissioned in 2016. The project includes adding two new ship docks and one barge dock to the facility. After the expansion, ITC Rubis will have four ship docks and three

barge docks, providing customers with excellent marine facilities and abundant dock capacity. ITC Rubis Terminal Antwerp has land available to expand the terminal in the future to a total of up to 800.000 cubic meters for further chemical, petroleum and gas storage.

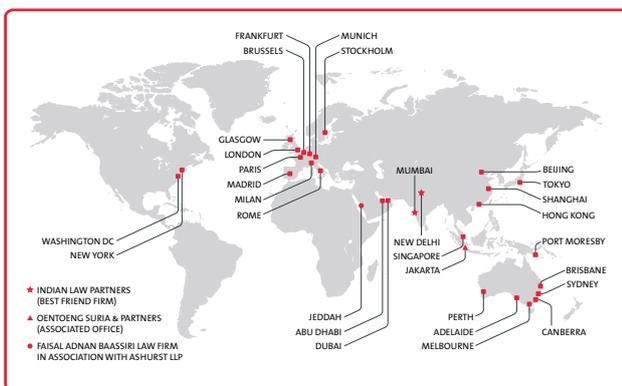
Source: [www.portofantwerp.com](http://www.portofantwerp.com)



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The Brussels office has served for many Japanese clients from its inception in 1989, providing specialist advice in competition and EU law, M&A and private equity, corporate finance, capital markets, Belgian competition law, corporate restructuring, commercial law, intellectual property, employment law and real estate. Our lawyers have different nationalities and qualifications, with diverse language capabilities (including English, French, Dutch, German, Spanish, Greek, Swedish, Danish and Japanese).

We have Japanese lawyers with a deep understanding of Japanese business culture located in Brussels, London, Tokyo and Australia who will provide legal advice in Japanese to our Japanese clients.

We provide consistently high quality, commercially relevant legal advice worldwide, and build teams that are specific to your needs, combining specialist legal skills, industry experience and regional know-how. Please do not hesitate to contact us and we look forward to working with you.

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Our team of collaborators has always focused on providing a personalized service and we pride ourselves on the fact that neither business expansion nor time has weakened this dedication. We gain the loyalty of our corporate clients with the quality of our services. Japanese assignees especially appreciate the extra effort we make. The high Japanese standards in service delivery generate as well a strong expectation in services. To improve the communication with our Japanese clients, we are now working with Japanese speaking consultants.

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Additionally, you can contribute to this publication by **means of advertisement** to mark your presence in the Belgian-Japanese business community and your support to the BJA.

Please do not hesitate to contact the BJA office for more information.

今後、御社の活動や現状に関するニュース（設立記念、新たな投資、受賞等）、或いはベルギーと日本に関するニュースなど、BJA 会員の方々を含む多くのリーダーと共有できる記事がございましたら、是非 BJA 事務局までお送り下さい。

更に、企業広告によるさらなる御社の事業宣伝効果に向け、また BJA ニュースレター並びに BJA の今後の活動への支持のためにも、ニュースレターへの広告掲載にご貢献ください。

詳しい詳細につきましては BJA 事務局までお気軽にご相談下さい。

## Save the date

**17 March 2015**

BJA Annual General Assembly

With Mr Valentin Dauchot, Journalist at La Libre Belgique and 2014 Marilo Fund Laureate as Guest Speaker on: *Japanese Young Entrepreneurs and the Japanese Economy.*

**23 April 2015**

Security Seminar

**28 May 2015**

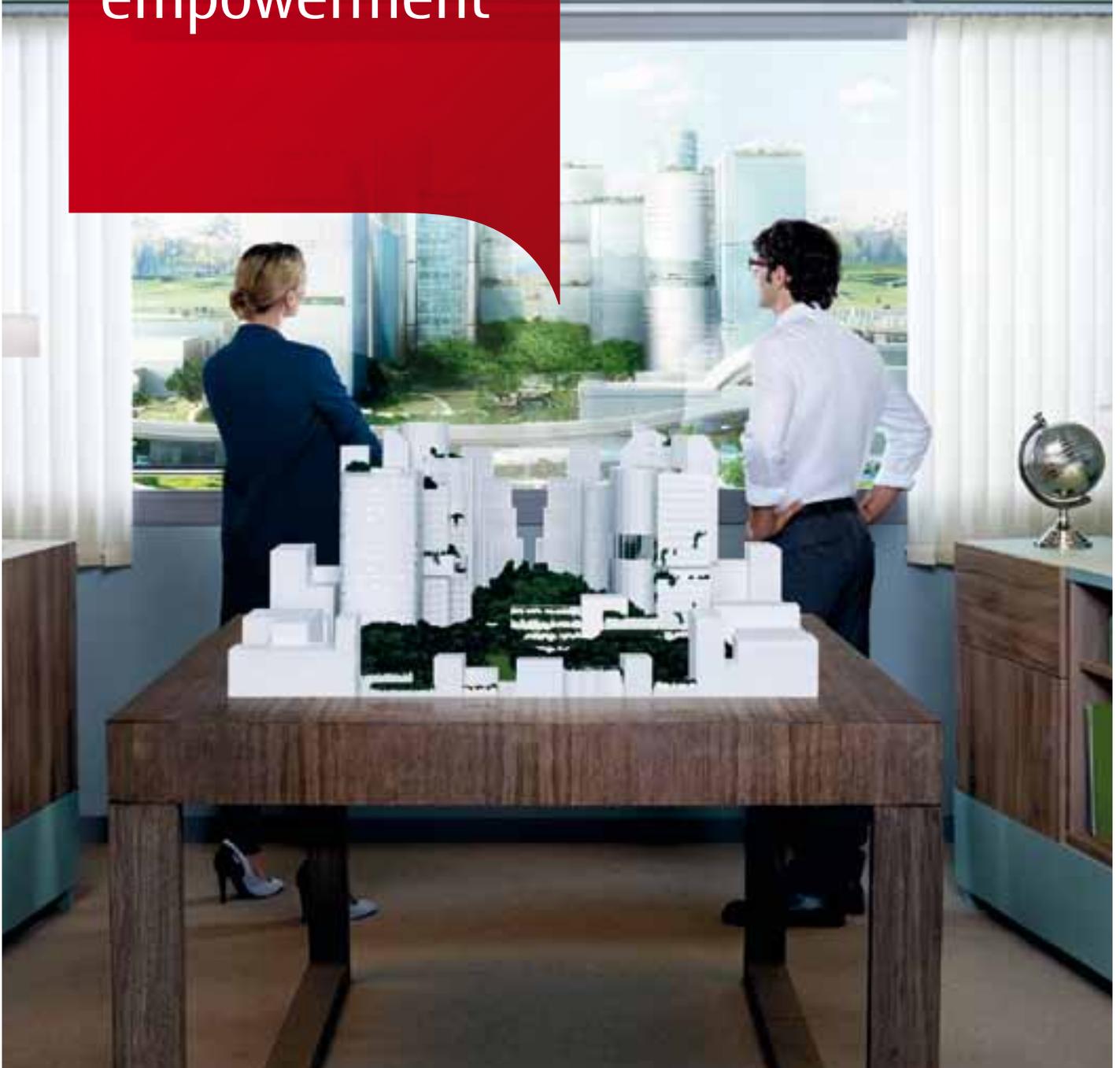
VIP Company visit at the Dandoy Atelier

**19 September 2015**

BJA Golf Competition and Initiation

For more details and upcoming events, please visit our BJA event webpage: [www.bja.be/events.php](http://www.bja.be/events.php)

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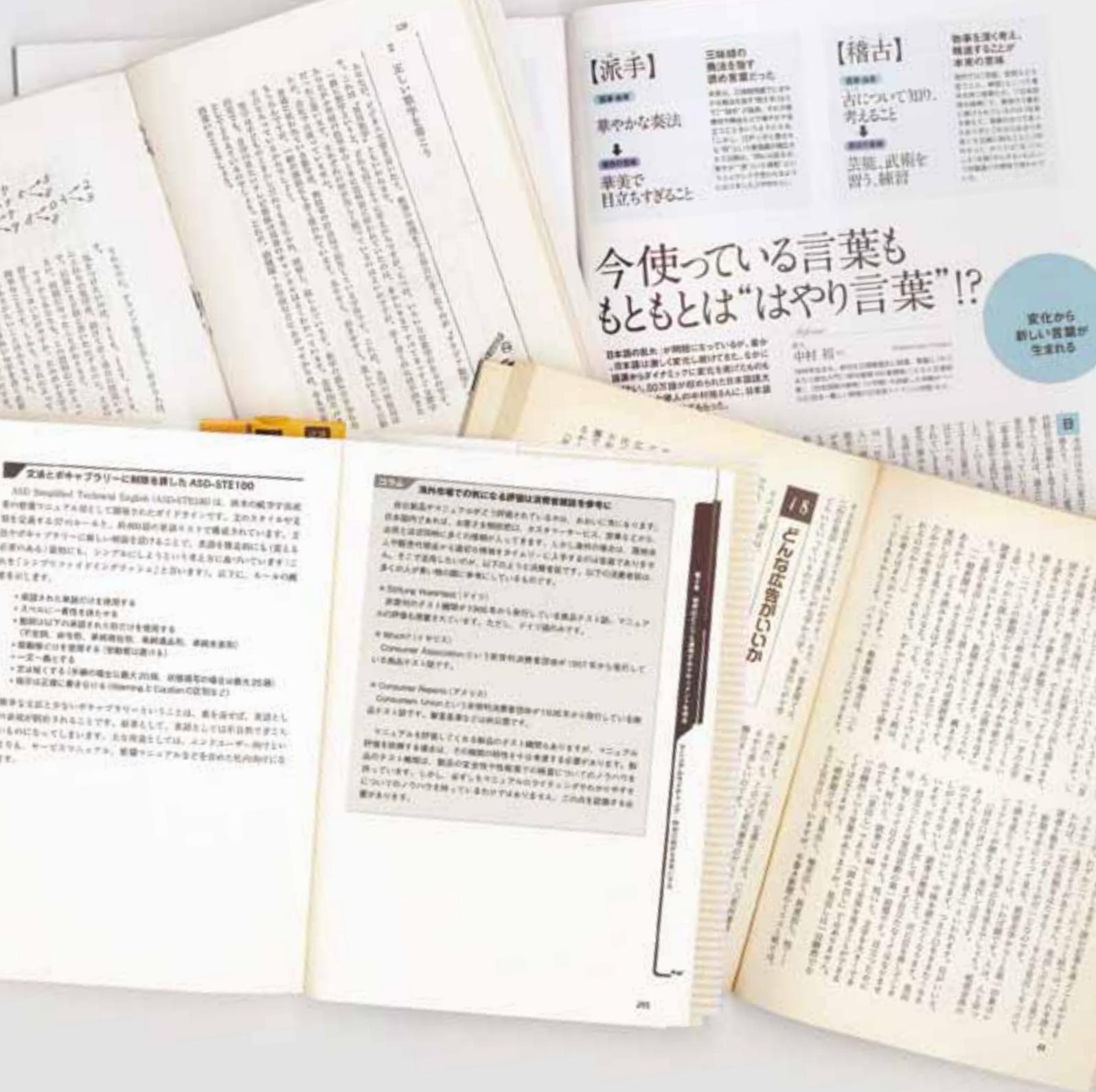


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1/1600 sec  
ISO320  
WB: Auto Handheld



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**Di II** **PZD** **VC**

(i) For SLR camera high-zoom-ratio lenses with 15x magnification capability.  
Current as of December 2010. (Source: Tamron).

- \* The Sony mount does not include the VC (Vibration Compensation) image stabilization functionality, as the body of Sony digital SLR cameras includes image stabilization functionality.
- \* This lens is not designed for use with 35mm film cameras and digital SLR cameras with image sensors larger than 24x16mm.

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