

# Belgium-Japan Association

## & Chamber of Commerce ASBL- VZW



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## Trade Flows & Cultural News

### Six months of Belgium in Japan

by *Alfons Boesmans, Commissioner-General of Belgium for Expo 2005 Aichi*

The first world exposition of the twenty-first century will take place in the central Japanese prefecture of Aichi, near Nagoya from 25 March to 25 September 2005. Numerous international and Japanese organizations and 126 countries have already announced their intent to participate.

The Belgian pavilion will be a unique opportunity to intensify and broaden an already close connection with Japan. After the EU, Japan is one of Belgium's most important business partners. Belgium is the second largest EU exporter to Japan, with ¥ 19,386/capita.

More than fifty Belgian companies have established successful markets for their products in Japan. Presently, more than 250 Japanese enterprises operate in Belgium with approximately fifty having their European headquarters here. And that number is growing all the time.

Expo 2005 will take place in a 173 ha park and forest area, bordering the communities of Nagakute (which is twinned with Waterloo), Seto, and Toyota. The overall theme of the Expo is Nature's Wisdom. There are three sub themes, including Nature's Matrix, Art of Life, and Development for Eco-communities. Belgium enthusiastically embraces this thematic scheme and will emphasize it throughout the 1,422 m<sup>2</sup> Belgian pavilion, developed by top designers François Schuiten and Alexandre Obolensky.

For the first time, Belgium will participate in a world expo with a global thematic project. The importance of the Regions and Communities will not be neglected however. Each will have their own space in the centre of the pavilion where a film will also be projected onto a 270° screen using the most advanced imaging technology.

A wide variety of national products will also be on offer in the pavilion. In the spacious café-restaurant, typical Belgian dishes and beers will be served. More than a dozen Belgian brewers have already agreed

to participate through the Federation of Belgian Brewers.

There will be a shop next to the café-restaurant where a wide variety of Belgian products will be sold. There will also be a multi-functional Business Centre at the disposal of all our partners and other companies who want to make use of it.

We would like to invite all companies that are involved — or would like to be involved — with Japan to follow the example of the forward-looking companies mentioned below.

Barco, Pioneer, and Cando have offered their high tech services at very attractive terms. Daikin and Comfort Systems will make a visit to the Belgian pavilion a very comfortable journey on even the hottest summer day.

ANA, BIAC, and TQ3 will ensure that the Belgian pavilion is a platform for intensifying the exchange between the two countries. Alcatel will see to it that our telecommunication are world class.

The commitment of the Belgium-Japan Association & Chamber of Commerce, the Belgian-Luxembourg Chamber of Commerce in Japan, the Diamond High Council, and numerous other companies and organizations have made it abundantly clear that they fully understand that Expo 2005 Aichi offers a unique opportunity to advance their interests and activities in Japan.

Our pavilion director, Mr. Dubuc understands the full potential of the Japanese market. Likewise, my colleague, Deputy Commissioner-General Gillet has a wealth of commercial and political experience in Asia. I have also been directly involved in many Expos. We will all be present throughout the entire six months of the Expo to help both Belgian and Japanese companies in any way possible. We want to make Expo 2005 Aichi an unforgettable event. Our collective goal is to make this event the crowning achievement in the 750 year history of Belgian-Japanese relations.



Alfons Boesmans,  
Commissioner-General of  
Belgium for Expo 2005 Aichi

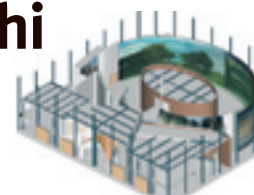
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# The Belgian pavilion for Expo 2005 Aichi

24 June, 2004

Belgian pavilion inside



The Belgium-Japan Association & Chamber of Commerce had the pleasure to invite its members to the presentation of the pavilion of Belgium and its Regions and Communities for Expo 2005 Aichi (Japan), organized by Mrs. Fientje Moerman, Minister of Economy, Energy, Foreign Trade and Science Policy and the Commissioner-General of Belgium for the Expo. The presentation, followed by a reception, was offered by the Japanese and Belgian governments on the 24 June. More than 200 people attended the press conference, which displayed also a first view on the artistic interpretation of the Belgian pavilion.



Belgian pavilion outside

At the press conference, we learned that 15 to 20 million people are expected to visit the AICHI 2005 exposition, which will take place from 25 March 2005 to 25 September 2005. The Belgian project will be closely linked to the Expo theme and at the same time, will also strengthen and broaden the image that Japanese visitors have of Belgium. With assistance from 'Régie des Bâtiments' (National Building Authority) the pavilion will be erected with a maximum of durable, environmentally-friendly products.

Mr. Schuiten and Mr. Obolensky, already well known internationally for their 'Planet of Vision' pavilion at

the Hanover Expo 2000, have designed a journey-visit through the pavilion that will immerse the visitor in an enchanting atmosphere with artistic creation and cutting-edge technology going hand in hand. The Belgian pavilion will show how Belgian artists, from Van Eyck up to today's designers, viewed their surrounding environment and integrated nature into their work, and so influenced the world around them through their vision. Belgian craftsmanship will be the main theme throughout the pavilion.

The total cost price of this Belgian pavilion stands at € 3 million. € 1.250.000 will be provided by the following Federal Departments: Economy, Sustainable Development, Scientific Policy, Foreign Affairs and Foreign Trade, 'Régie des Bâtiments' (National Building Authority) and the National Lottery. € 1.250.000 will also be contributed by Regions and Communities (€ 500.000 by Flanders, € 125.000 each from the French-speaking community and the Walloon Region; € 225.000 from the Brussels Capital Region and € 25.000 from the German-speaking community). The remaining € 500.000 will be provided by private sponsors.

The Belgian pavilion at Aichi Expo 2005 is more than just another manifestation of Belgian presence abroad. As stated by Minister Fientje Moerman, the pavilion gives Belgium, its cultures, products and its economic representatives a six-month opportunity to enhance their image in one of most important parts of the world in the realms of economy and trade.

As additional support to the 'Belgian' corporate image in the Far East, an economic delegation, presided over by HRH Prince Philip and headed by Federal Minister for Foreign Trade, will attend in the week of 14 June 2005, the 'Belgian Day' at the pavilion.

## Becoming partner of the Belgian pavilion

Partnership is possible in different ways:

### MAIN SPONSORS

€ 50.000 in cash, material and/or services Return

- visibility in the Belgian Pavilion for the 6 months of the World Expo
- advertisement (logo) in every publication
- guests of honour at National Day of Belgium on 14 June 2005, under chairmanship of Prince Filip.
- free use of the Business Centre for five days and the infrastructure of the Belgian Pavilion in proportion to their sponsorship
- free entrance cards and reception by the Commissioners General of the Belgian Pavilion

### SHOP PRODUCTS

There is a possibility to sell Belgian products in the shop at € 3.000 per product line for 6 months. Naturally, these products should be delivered at agreeable prices, like in the retail business.

### BUSINESS CENTRE

Companies are offered to use the Business Centre, fully equipped with Barco-equipment, for conferences, temporal expositions... The basic fee will be € 3.000 per day.

### ADVERTISEMENT

Possibility is given to place an advertisement in the catalogue that will be placed at the disposal of the visitors.

*TQ3 Travel Solutions and their preferred flight company ANA have been appointed by the Office of the Commissioner-General of Belgium for Expo 2005 Aichi as Official Travel Agency for all your travel to Japan for the EXPO.*

*They can organise all your cultural visits and business trips.*

*A sample programme: 9 days (Osaka, Nagoya, Expo, Kyoto, Nara) is available upon request. For further information please contact TQ3 Travel Solutions: Mrs. Eliane Teirlinck (Tel: 015/71 62 64 - [www.tq3select.be](http://www.tq3select.be))*



# Sweet life of Belgium – Chocolate tasting

29 April, 2004 - Scabal, Brussels

The Cultural Committee of the Belgium-Japan Association & Chamber of Commerce had the pleasure of inviting the members of the BJA and the Nihonjinkai to savor the Sweet Life of Belgium at the showroom of Scabal, the supplier of top quality fabrics and designer of the first ready-to-wear menswear and personalized made-to-measure clothing. Mr. le Hodey, Chairman of the Cultural Committee and Vice-President of the BJA, was pleased to welcome the audience.

Mr. Sleijpen, Marketing Director of Scabal, presented Scabal in a few words. The audience was enthusiastic about the presentations given by the three Belgian Royal Warrant Holders of chocolate makers Mrs. Myriam Wittamer, CEO of Wittamer, Mr. Jos Linkens, CEO of Neuhaus and Mr. Jean Galler, founder and CEO of Galler, who expressed with heart and soul the speciality of their chocolates and explained clearly their efforts undertaken to promote their products in the Japanese market. After the presentations of the chocolate makers, the participants had the chance to enjoy all kinds of their delicious and tasty creations.



Audience at the premises of Scabal, attentively listening to the presentations

The evening was a real success with 80 participants tasting while nipping at the champagne, surrounded by the beautiful garments of Scabal.



Members at Galler's chocolate table



Members enjoying the chocolates of Neuhaus



The chocolatier of Wittamer and some enchanted members



From left to right: Mr. Linkens, CEO of Neuhaus, Mrs. Wittamer, CEO of Wittamer, Mr. le Hodey, Chairman of the Cultural Committee, Mr. Galler, founder and CEO of Galler, and Mrs. Kellens, Executive Director of BJA

## Advertising rates

4 issues  
(March, June, September,  
December)

B&W	1 page	€ 1.500,00
	1/2 page	€ 800,00
Colour	1 page	€ 3.000,00
	1/2 page	€ 1.600,00

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# The small world of bonsai

by Yoko Aoki & Anh Vo 

The art of bonsai holds an important place in traditional Japanese culture. The number of individuals tending bonsai in Japan is estimated at over five million. But there are as many, if not more, bonsai lovers scattered to every corner of the globe. Bonsai is so universally popular around the world that it has even become an international word.

## An introduction to bonsai

Bonsai is an ancient oriental horticultural art form. The word bonsai is a combination of the terms 'bon' (pot) and 'sai' (tree), and literally means 'tree-in-a-pot'. The tree and the pot form a single harmonious unit where the shape, texture, and colour of each component complement the other. Every branch and twig of a bonsai is shaped or eliminated until the chosen image is created. Once the desired shape and structure is achieved, it is maintained and improved by a constant regimen of pruning and trimming. Given an adequate supply of water, air, light, and nutrients, a properly maintained bonsai should outlive a full size tree of the same species. Many bonsai are hundreds of years old.

There are many myths as well as misconceptions associated with bonsai. A bonsai is not a genetically dwarfed plant nor is it kept small through harsh measures. Many of the techniques of bonsai are similar to those used in many other horticultural endeavours. It is also common belief that bonsai are only a few centimetres tall. Although bonsai are small in comparison to their full-sized counterparts, most range from twenty-five centimetres up to one meter in height.

Bonsai can be seen as a link to many of the ideals that Japanese society is based on. In Zen Buddhism, where the pastime originated, man, nature, the elements, and

change are all intertwined into a unique philosophy of meditation and expression. One of the great attractions of bonsai, both as a hobby and even a profession, is that it encourages a greater understanding and sharing of the power of nature.

## A history of bonsai

Bonsai has been traced to the fourth century AD in China and may have earlier origins in India. The Chinese grew miniature landscapes with rocks and mosses in shallow pots. These landscapes were called penjing. Over the centuries, Japan adopted many cultural practices of ancient China, including bonsai. But it was the Japanese who developed and refined it into its current art form. Today, the sublime art of bonsai is practiced throughout the world.

The owners of bonsai shops in Belgium can attest to this. One Brussels shopkeeper observed that the popularity of bonsai occasionally fluctuates as changes in fashion and design dictate, but the general trend has been a steady growth in interest throughout Belgium in recent decades. The owner also noted that the clients buy bonsai for many different reasons; some to decorate their garden or their home and others just to relax. Prices can vary from € 15 to € 250 or more for very old or unusual varieties. Pine and maple trees are the most common types sold in Belgian shops. Unquestionably, bonsai continues to be very popular in Belgium because it enchants all ages and all nationalities.

## Bonsai as a gift

In Japan, bonsai is traditionally one of the favoured gifts for Mother's Day, Father's Day, and birthdays.



# The small world of bonsai

Popular varieties of bonsai include:

## 1. Suirenboku

a graceful flower with a moderate scent that blossoms year-round

## 2. Ume

the plum is considered an auspicious plant, representing spring

## 3. Sakura

the cherry is also an auspicious plant, representing spring

## 4. Sarusuberi

the crepe myrtle has a sleek trunk with red and white flowers

## 5. Kaede

the leaves of the maple vary from yellow to dark purple, representing fall

## Basic care of bonsai

### Location

Bonsai need some regular, direct sunlight. Without five to six hours of daily sunlight, foliage becomes weak and other problems develop.

### Watering

Bonsai usually need to be watered every day or two. During the winter months, when certain types are dormant, watering is only required once a week or even less.

It is best to water early in the day or late in the afternoon, but it should be at the same time every day. In general, the soil should be moist, neither soaking wet nor dry.

### Repotting

A bonsai must periodically be repotted to supply a pot-bound root system with fresh soil. It is also necessary to keep the root system in balance with the top growth.

Most bonsai require repotting every two or three years. This depends on the growth of the tree as well as the size of the pot.

Repotting should be done in the early spring.

Do not let the roots go dry while repotting. Water well when finished.

## A bonsai display

When viewing a bonsai display, you will notice three elements: the tree, an accent item (usually a stone or plant) and the stand (called a 'dai'). These three

components should harmonize to form a triangle, with the highest point being the top of the tree. The accent item will be placed to the left or the right of the tree and will form the furthest point of the triangle. Bonsai are never displayed sitting directly on the display surface.

The tree itself will present either a single triangle or a set of triangle shaped features. The highest point of the triangle is, in most cases, the apex or top of the tree. The right and left points of the triangle are formed by the first and second branches (the two branches closest to the ground). Most of the basic styles follow this general rule.

Other features to look for are good, strong, visible roots ('nebari'), a gentle movement and taper in the trunk ('tachi-agari'), a distinct apex, and well developed branches and foliage. The trunk should have a good taper, with good root formation visible at soil level. Branches should be larger at the bottom of the tree and decrease in size as they near the top. The distance between the branches should decrease as they near the top of the tree. There should be negative (open) areas between the branches to give the impression of a tree rather than a shrub. A bonsai may have areas of dead wood to enhance an impression of age.

Growing plants can be a great pleasure. The purpose of bonsai, however, is much more than that. Decorating your home with bonsai provides the finishing touch to your decor. Bonsai provide an added dimension of interest with their intricate shapes and beauty. Your guests will be sure to notice and they will become a conversational piece. Bonsai are usually passed from generation to generation, admired for their age, and revered as a reminder of those who have cared for them over the centuries.

## Cultural Committee News

We would like to inform you already about one of our next cultural events on Sunday, 5 December 2004, at the premises of one of our members Maasmechelen Village – outlet shopping. It will be a day filled with a very exclusive workshop on 'how to decorate a dinner table', hosted by Mme. De Sy, interior designer of the recent Belgian Royal wedding. For the wine lovers there will be a wine-tasting session. Children will be able to enjoy the Belgian tradition of Saint Nicolas, friend of all children.

Invitations will be sent to you beginning of November.



## Facts and Figures on Japan

### Japan's Work Force Increases for First Time in Six Years

The number of workers on regular payrolls in Japan increased in April by 0.4% from a year earlier, the first rise in six years on the back of the economic recovery. The gain to 42.86 million regular workers marked the first increase since April 1998, the ministry said in a preliminary report. Analysts said the upbeat job situation would boost consumer confidence and possibly spending.

"The employment situation is showing signs of improvement in line with the economic recovery," Labour ministry official Yuji Hosokoshi said. "We think that this gain after such a long decline is quite important."

Overtime hours increased by 4.0% to 10 hours 36 minutes a month in April for the 22nd consecutive gain, with average overall working hours rising 2.2 % to 158 hours 42 minutes. "The increase in overtime hours is continuing, especially among manufacturers," Hosokoshi said.

"Average monthly total earnings per regular worker before taxes rose 0.3% from a year earlier to ¥ 280,746 (€ 2,127): the first rise in 10 months", the ministry said.

JP Morgan economist Ryo Hino said the upbeat survey showed domestic consumer spending might get a boost from Japan's recovery, fed by hi-tech exports to Asia. "Employment and wages continue to show more signs of improvement," Hino said in a research note. "These are clearly boosting consumer confidence and thus, the near-term risks for private consumption remain to the upside."

The monthly survey covers some 33,000 firms with a minimum of five employees.

AFP

### BOJ Tankan Shows Strongest Sentiment In 13 Years Among Big Manufacturers

The diffusion index of business sentiment among large manufacturers improved significantly in the April-June period, rising for the fifth straight term to 22, the highest level since August 1991, according to the quarterly tankan economic survey released Thursday by the Bank of Japan. The index for small and medium-size manufacturers emerged from negative territory for the first time in almost 12 and a half years, standing at 2.

The data indicates that exports and production have maintained their upward momentum and that domestic demand, including consumption, has begun to perk up.

The challenge now facing the Japanese economy is to have the recovery filter through to employment and other categories, analysts said.

The diffusion index is calculated by subtracting the percentage of companies with a negative view of business conditions from the percentage of firms with a positive one.

The June survey underscored the sharp improvement in confidence among large manufacturers, with the index gaining as many as 10 points from the previous poll in March to set a post-bubble high. The index for smaller manufacturers rose 5 points.

Among big manufacturers, the electric machinery sector saw the index shoot up 19 points to 25 on the back of robust sales of digital home appliances ahead of the Athens Olympics in August.

The steel and general machinery industries scored 46- and 10-point gains, respectively, supported by solid exports to other Asian countries and steady output. The index for automakers dipped 4 points, but still maintained a high level at 38.

In the electric machinery and steel sectors, smaller firms shared the strong business sentiment of their larger counterparts.

The diffusion index for large non-manufacturers increased 4 points to 9, while that for smaller companies rose 2 points to minus 18.

The restaurant/hotel sector as well as trucking companies posted higher indexes, but department stores and other retailers had lower scores, indicating that the recent pickup in domestic demand has benefited each non-manufacturing sector differently.

Looking toward September when the next survey will be conducted, big manufacturers expect the index to dip 1 point and non-manufacturers see a rise of 2 points.

In regard to the earnings outlook for this fiscal year, large manufacturers expect a 10.6% year-on-year increase in pre-tax profit and big non-manufacturers forecast a 7.0% rise.

Reflecting the optimistic profit forecast, large manufacturers plan to increase capital spending on facilities, including land, by a whopping 20.4% in fiscal 2004, the largest rise since fiscal 1989.

Big non-manufacturers plan to reduce capital spending at the moment, but they will most likely increase their expenditure toward the end of the fiscal year, analysts said.

The tankan survey was conducted between May 26 and June 11, targeting 10,416 companies, including 2,426 large firms. More than 90% of the companies responded by mid-June, when the Nikkei Stock Average was moving above 11,000 and the yen was trading at about 108 to the dollar.

# Facts and Figures on Japan

The firms surveyed assumed an average exchange rate of ¥ 106.21 per dollar for the current fiscal year, down ¥ 2 from the March poll. If the yen appreciates steeply in the months to come on hopes of an economic recovery, it could decelerate the rebound in corporate earnings, analysts warned.

The Nihon Keizai Shimbun

## ANALYSIS: Structural Limitations Hinder Rises In Prices

In its interim evaluation of the Outlook for Economic Activity and Prices for fiscal 2004, the Bank of Japan judges the economy to be growing faster than expected but maintains its view that the consumer price index (CPI) will continue to edge down this fiscal year.

Normally, during an economic recovery, demand for goods and services increases and their prices rise. So why are prices not rising even amid economic growth that is stronger than the central bank had expected? There appear to be three factors at work in keeping prices down:

First, there is a structural reason in the Japanese economy that rising materials prices are slow to trickle down to product prices.

Domestic corporate goods prices have been rising at a rate of more than 1% on the year as they reflect rising prices for crude oil and other commodities. But with intense competition to win consumer business, many companies end up absorbing the higher materials prices instead of passing on the increases in final goods.

In particular, small and midsize companies are being forced to do just that, and their cost burden has been growing as a result.

This is a spillover effect of major firms striving to slash costs even as their earnings recover. Matsushita Electric Industrial Co. for example, is trying to reduce its materials procurement expenses by ¥ 430 billion in fiscal 2004 alone, squeezing its small and midsize suppliers.

In a survey of 16,000 small and midsize companies by Shinkin Central Bank, the percentage of firms citing a rise in their purchasing prices increased sharply. At the same time, many responded that their sales prices are falling.

The second factor is diversification in hiring holding down increases in wages and thereby keeping consumption and prices weak. To cut payroll costs, companies have been limiting hiring of full-time employees and instead increasing hiring of temporary staffers.

“Unless wages, which tend to move in tandem with service prices, begin to rise, consumer prices will not trend higher,” says Junichi Makino, senior economist at Daiwa Institute of Research.

Lastly, the impact of high rice prices due to a poor harvest last year on consumer prices is expected to start subsiding this fall. Rice prices have been lifting consumer prices by about 0.2 percentage point.

“If rice harvests are at normal levels this year, rice prices will work to push down consumer prices by about 0.2 percentage point after October,” says Takeshi Minami, senior researcher at Norinchukin Research Institute.

The Nihon Keizai Shimbun

## Unusual Climate Boosts Demand For Weather Insurance In Japan

Sales of weather derivatives, which compensate for damages caused by extreme climate deviations, have risen dramatically in Japan amid two consecutive years of unusual summer weather.

The financial products are offered by non-life insurers, and have traditionally been bought by power companies, soft drink makers and a few other businesses whose sales would be seriously undermined if the weather swung to their disadvantage.

However, interest in weather derivatives skyrocketed after many businesses suffered from sales losses due to record low temperatures last summer. With restaurants and leisure-related businesses taking up weather derivatives, non-life insurers saw sales of the products soar by 50%-100% on the year in 2003.

Because unusual climate has returned this summer, with high temperatures around Tokyo and heavy rains in northern Japan, sales of weather derivatives at Tokio Marine & Fire Insurance Co. from April to July are forecast to grow 50% on the year.

The company has signed up a number of companies whose sales will be adversely affected by the hot weather, such as clam-farming and golf caddie dispatch firms. But it maintains that its earnings will not be hit by the hot summer because it has also sold a number of weather derivatives that bet on a cold summer.

At Sompo Japan Insurance Inc. sales of weather derivatives doubled both in number and value of contracts from a year earlier in the April-June period.

The temperature is not the only aspect of the climate that weather derivatives cover.

Mitsui Sumitomo Insurance Co. sold a product that protects against heavy rains to a hot spring resort

*Article continues on page 8*

# EU-Japan Relations

## 13th Japan-EU Summit – Tokyo, 22 June 2004

European Commission President Romano Prodi and Bertie Ahern, in his capacity as President of the European Council, met with Prime Minister of Japan Junichiro Koizumi in Tokyo on 22 June for the 13th Summit between Japan and the European Union.

The Summit leaders reconfirmed the importance of forging a solid strategic partnership between the EU and Japan. In this respect, a number of documents were annexed to the Joint Statement, on issues where effective cooperation is of particular importance. Such issues include disarmament and non-proliferation, the promotion of two-way investment, and the enforcement of intellectual property rights in Asia.

The implementation of the 'Action Plan for Japan-EU Cooperation', which was adopted in 2001, was also reviewed, and a list of priority actions to be taken by next year's bilateral Summit was made-up.

With regard to peace and stability in the international community, the situation in Iraq, North Korea, Afghanistan, and the Middle East was reviewed. In the light of the continuing threat posed by terrorism, Japan and the EU decided to hold a meeting on counter-terrorism as soon as possible, and reiterated their commitment to the principles contained in the Joint Declaration on Terrorism made at the 10th Summit in 2001.

Based on the recommendations by the EU-Japan Business Dialogue Roundtable, the leaders endorsed a Cooperation Framework aimed at promoting two-way investment. It foresees concrete actions to address key issues of concern to business, such as dialogue on new regulations, regulatory transparency, and the facilitation of conditions for foreign residents.

At their bilateral Summit of 2002, the year 2005 was designated the 'Japan-EU Year of People to People Exchanges'. The overall aim of this Exchange Year is to develop intensified exchanges, contact and

## Facts & Figures on Japan *(Story continued from page 7)*

operators' group in Aichi Prefecture. The insurer also sold a product that pays compensation when the maximum wind speed exceeds a certain level to a company that was looking to protect itself against strong winds shaking apples from trees.

According to industry estimates, Japan's weather derivative market currently stands at about several dozen billion yen a year, but the scale will likely expand further given the increasing volatility of global weather. Unlike normal insurance policies, weather derivatives pay compensation whether policyholders have incurred damages or not.

*The Nihon Keizai Shimbun*

## Japan's Major Automakers Boost Output In June

Japan's major automakers said they boosted domestic production in June to satisfy solid local demand for new models, as exports remained strong.

But embattled Mitsubishi Motors Corp. continued to see its output and sales fall, data showed.

Toyota Motor Corp. Japan's largest automaker, said its output in June climbed 11.2% to 334,722 vehicles, while N° 2 manufacturer Nissan Motor Co. made 125,978 vehicles in June, up 3.0% on year.

Mitsubishi Motors, whose brand image has been tarnished by recall scandals, said its production in June totalled 53,833 vehicles, slipping 6.9% on year.

Domestic vehicle sales at Mitsubishi Motors plunged 47.5% to 17,991 vehicles following a 38.8% drop in May. Consumers have been shunning Mitsubishi Motors' vehicles in reaction to a series of recalls and cover-ups of defective products by the carmaker and its affiliate Mitsubishi Fuso Truck & Bus Corp.

Mitsubishi Motors' global production fell 5.3% in the month due to slumping sales in the U.S., but exports grew 4.1% as shipments to Europe and Asia increased. However, exports to North America alone plunged 43% to 2,220 vehicles, the company said.

At Toyota, domestic sales fell 2.6% to 145,910 vehicles in the month, but its global production rose 15.3% with exports rising 15.6%. Nissan's domestic sales edged down 0.7% to 65,864 vehicles but worldwide output was up 8.3% and its exports rose 4.5% in the month.

From January to June, only Mitsubishi Motors saw its domestic output fall during the period, with production shrinking 2.8% to 355,969 vehicles.

Toyota's January-June production in Japan grew 4.7% to 1.85 million vehicles, and Nissan's increased 1.2% to 743,692 vehicles. Honda Motor Co. and Mazda Motor Corp. also increased production.

In June, Honda's domestic production rose 9.9% to 108,791 vehicles, while Mazda boosted production in Japan by 11.3% to 71,705 vehicles.

For the six months to June, Honda's domestic output rose 4.3% to 605,093 vehicles and Mazda's grew 4.9% to 403,998 vehicles.



# EU-Japan Relations

understanding between people in Japan and Europe. Preparations for the successful launch of this year are underway, and the leaders reconfirmed they will endeavour to fully utilize this occasion to deepen mutual understanding as well as to increase two-way flows of tourists. The Expo 2005 in Aichi should also contribute positively in this respect.

## Opening first EU Institute in Japan

The first EU Institute in Japan was officially opened by European Commission President Romano Prodi, on the occasion of his visit to Japan for the annual EU-Japan Summit.

The Institute will serve as a center for EU-focused education, and will be administered by four universities in the Tokyo region, namely Hitotsubashi University, International Christian University, Tokyo University of Foreign Studies, and Tsuda College.

In his speech, President Prodi stressed the important role the Institute will play in strengthening links between Japan and the European Union, as a “first-class source of information and ideas about the EU for the media, the business community, opinion leaders and decision-makers in Japan.”

The Institute will offer EU-related courses to university students, invite academic staff from the EU, award scholarships, and promote joint research and academic exchanges. President Prodi expressed his hope that this should lead to “a rise in mutual awareness and an increase in knowledge. We want to foster education, research and outreach activities that focus on matters relating to the European Union. The goal is to learn more about the Union, to understand it better, and to help to forge stronger links between Japan and the EU in the mutual interest of both parties.”

Similar EU Centers have been set up recently in the United States, Canada, Australia, and New Zealand. Preparations for the establishment of a second EU Institute in Japan are already underway, with its launch expected later this year.

## 2005 EU-Japan Year of People to People Exchanges

The EU and Japan agreed at the 11th EU-Japan Summit in 2002 to designate 2005 the EU-Japan Year of People

to People Exchanges. The overall aim of the 2005 Year is to develop exchanges, contact and understanding between people in Japan and the European Union.

The 2005 Year of People to People Exchanges will encourage and promote face-to-face exchanges and contacts between people, as well as events and initiatives to promote better mutual understanding of European and Japanese society and culture. The EU and Japan hope that the Year will not be seen as a one-off event, but act as a boost to long-term promotion of people to people exchanges, in keeping with the aims of the Action Plan for EU-Japan Cooperation signed in December 2001.

The Year will be organised by the European Commission, the Member States of the EU and the Japanese Government. Activities and programs covering a wide range of sectors, such as education, science and technology, culture, art, economics, politics and sports, and conducted by their organiser and promoter, could be included in the Official Program of the Year. The participation of a wide range of actors, including academic and cultural bodies; civil society organisations; regional and local authorities; business, sports organisations and individual citizens, is welcomed. Special emphasis is placed on encouraging young people to participate. Japan and the EU envisage that events and activities will be organised and conducted not only at the Japan-EU level but also at the bilateral level, between Japan and Member States of the enlarged EU.

It is envisaged that in creating events and initiatives during the year, the actors will make use of existing funding and grant systems where possible. Business, foundations and other sources of financing and sponsorship to finance projects during the Year will be encouraged. The European Commission intends to launch a call for proposals in 2004 for the co-financing of projects aimed at meeting the objectives of the Year. Some information on this call for projects is already available at: [http://europa.eu.int/grants/grants/eujapan\\_2005/eujapan\\_2005\\_en.htm](http://europa.eu.int/grants/grants/eujapan_2005/eujapan_2005_en.htm)

The European Commission will gather information on any events taking place in Member States in 2005, which might be suitable for inclusion in the Official Program of the Year. It is hoped that the Year will highlight the depth and range of people-to-people exchanges between the EU and Japan, the vast majority of which take place between Japan and individual Member States, regions and localities. If you would like to inform the EC about an event, or wish to be kept informed about preparations for the Year, please contact: [relex-eujapan2005@cec.eu.int](mailto:relex-eujapan2005@cec.eu.int)

<http://europa.eu.int>

# YES IV participants presentation

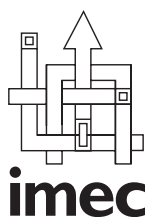
## YES IV Program (Young Executive Stay) Commercial export mission to Japan:

November 7-20, 2004: the selected candidates

The YES program is a commercial export project under the auspices of H. R. H. Prince Philippe of Belgium.

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. We hereby would like to thank the organizations that support the briefing sessions: the Federal Public Service of Foreign Affairs, Foreign Trade, Cooperation & Development, Toyota and IMEC.

The training in Japan will consist of 3 days of intensive seminar training 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', a senior member of the BLCCJ. In addition, MBA students of Waseda University will help the participants with market studies and preparation.



はい

YOUNG EXECUTIVE STAY

yes

The Belgium-Japan Association & Chamber of Commerce hereby proudly presents the selected YES IV participants:

### Ateliers de Construction de Thermo-Echangeurs (ACTE S.A.) (Ans)

*Sector:* Heat Exchangers

*Candidate:* Mr. Philippe Moliteur (age 46)  
Sales Manager

*Target:* 'To have at least one company using our heat exchangers for Japanese turbines.'

### Donaldson & Partners (Brussels)

*Sector:* Manufacturer/Distributor RTW

*Candidate:* Mr. Igor Wyszegrodzki (age 35)  
Export Manager (commercial)  
Franchise Director

*Target:* 'To meet importers to distribute the brand and discover a market unknown to us today. Also to increase our turnover to € 50 million and make the Japanese market represent 15% of our global turnover.'

### IMEC VZW (Leuven)

*Sector:* Microelectronics Research Center

*Candidate:* Mr. Eddy Blokken (age 42)  
Business Development Manager

*Target:* 'To grow significantly our business and also introduce design technology to the Japanese market as well as approach less Western style Japanese companies.'

### TiGenix (Brussels)

*Sector:* Biotechnology,  
Regenerative medicine focused on  
musculoskeletal tissues

*Candidate:* Mr. Luc Dochez (age 30)  
Responsible for business  
development

*Target:* 'To establish a strong market presence in collaboration with selected and strong national partners who also have strong expertise and experience with respect to the commercialization but also on the regulatory approval and reimbursement process. To initiate research and product development activities with Japanese universities and companies.'

### Biogem (Bihain)

*Sector:* Herbal medicine

# YES IV participants presentation

**Candidate:** Mr. Sergio Calandri (age 35)  
Managing Director

**Target:** 'To reach customers already using alternative medicines and other herbal medicines by selling products, and finding a Japanese distribution company with an extensive franchise of pharmacies and natural food stores in Japan.'

## Waterleau Global Water Technology N.V. (Herent)

**Sector:** Contracting of  

- waste water treatment plans
- process make plants
- air treatment plants
- sludge drying plants
- incineration plants

**Candidate:** Mr. Bart Dewaele (age 26)  
Sales Manager

**Target:** 'To develop our business in Japan.'

## XenICs N.V. (Leuven)

**Sector:** Infrared cameras

**Candidate:** Mr. Bob Grietens (age 35)  
CEO

**Target:** 'To be a major player in the infrared imaging market in Japan and obtain € 3 to 5 million revenues in 5 years. In addition; to get a better feeling of Japanese business culture and positive feed-back from concrete contacts to start doing business.'

## Brasserie de Mallone (Malonne)

**Sector:** Export of Belgian beers

**Candidate:** Mr. Christian Hut (age 38)  
Export Manager

**Target:** 'To introduce Abbaye de Malonne as a top quality Belgian speciality beer, produced according to traditional brewing methods, and to establish contacts and mutual trust with a reliable partner; in addition to reinforce the image of Belgium's high quality products and services'

## CARDON Pharmaceuticals N.V. (Brugge)

**Sector:** Development, manufacturing and marketing of animal health care products for companion animals (dogs & cats)

**Candidate:** Mr. Jeroen Bastijns (age 35)  
Business Development Manager

**Target:** 'To conduct a profound market analysis concerning all potential players in the distribution of



Jeroen Bastijns



Eddy Blokken



Sergio Calandri



Bart Dewaele



Luc Dochez



Mieke Geens



Marie-Paule Greisen



Bob Grietens



Christian Hut



Igor Wyszegrodzki

veterinary products in Japan and to have meetings with the right people of potential partners to distribute our products. To make Japan account for at least 10% of our turnover in the next 3 years.'

## Mittzlavv B.V.B.A. (Antwerp)

**Sector:** Fashion Design Tim Van Steenberghe

**Candidate:** Mrs. Mieke Geens (age 24)  
Commercial agent

**Target:** 'To increase our market share as much as possible and to improve the communication with the Japanese clients.'

## The XXXXXXXX TM Company (Luxembourg)

**Sector:** Food service &  
Mobile communication

**Candidate:** Mrs. Marie-Paule Greisen (age 41)  
Creator and founder

**Target:** 'To prepare MO BENTO DE LUXEMBOURG and to get in contact with required business partners and selling 3.600.000 units/year on the Japanese market (2005).'



# Focus on Belgium

## Fiscal policy

Towards the end of 2003, Belgium managed to reduce its government debt to slightly over 100% of GDP. In spite of the economic slowdown during the past few years, the governments succeeded in balancing the accounts by taking on Belgacom's pension fund liabilities in exchange for a payment of € 5 billion.

No structural measures will be taken to further reduce the government debt, apart from the non recurrent receipts from regularization of tax evading savings abroad, and a postponement of subsidies to the national rail company NMBS/SNCB. However, taking into account the increased spendings on healthcare, police and judiciary system, as well as the planned reductions of income taxes and social security contributions, a small rise in deficit is forecasted for 2004; on the other hand, this increase will be reduced by the employment growth and cut backs in the unemployment benefits.

## Imports & exports

Belgian exports of both goods and services are expected to grow in 2004 and 2005 as a result of the increasing trade in the EU countries. At the same time, imports are also expected to accelerate, resulting in a status quo of the net foreign balance.

## Economic projections for 2004-2005

### GDP growth

Following a period of slowdown, the leading economies in the world have started to expand in 2003 and will continue to do so throughout the coming year. Although the growth in the Euro area is forecasted to stay slightly underneath the international growth level, it is expected to accelerate in the course of 2004 and 2005 and to keep inflation rates low.

In Belgium, the GDP growth would even be higher than in the global Euro zone, rising to 2.3% in 2004 and to 2.6% in 2005.

### Investment

In a first stage, the economic revival has resulted in increased exports. Gradually, it will lead to new investments, supported by more attractive financial conditions and a stronger economic activity.

### Consumption

Along with an increase in investment, the private consumption is expected to grow in the following years, as a result of lower unemployment rates and rising household incomes.

## Job creation versus unemployment

Some 15,000 jobs will be created in the course of 2004, another 44,000 in 2005; however, the effect will not immediately become apparent, as the unemployment rate will initially still slightly rise because of the increase of the working population.

## Inflation

Inflation is expected to stay moderate, despite the increased energy prices in the first half of 2004, thanks to the limited wage rises.

## General government balance

Although the economic activity is recovering, the general government balance will still show a slight deficit of 0.3 % of GDP in 2004 and 1 % of GDP in 2005, as a result of certain measures that have been taken and the non recurrent effect of one-off measures taken in 2003.

National Bank of Belgium

## Targets set to meet the Kyoto protocol

At a special Council in Ostend, the government agreed on a number of measures aiming to comply with the Kyoto protocol : Belgium is committed to reduce gas emissions by 7.5% by the year 2012. In order to achieve this goal, the government plans the construction of a commuter rail system around Brussels, as well as additional railway infrastructure to improve the accessibility of the National Airport

(the so called Diabolo project). From January 2005 onwards, fiscal benefits will make cars emitting less than 105 and 115 grams of CO<sup>2</sup> per kilometer more attractive. Furthermore, both households and businesses will be encouraged to renovate instead of build new premises, thus saving important amounts of energy.

The global effort in reducing greenhouse gas emissions has been equally divided between the federal and regional governments: the federal government will make half of the effort, by implementing fiscal incentives and purchasing permits for gas emissions. As for the regional governments, they are free to determine their own strategy to achieve their respective targets of a 7.5% decrease of gas emissions for the Walloon region, and 5.2% for Flanders, leaving the Brussels region with a 3.48% increase.

The Economist

## The Belgian National Orchestra on tour in Japan

For the second year in a row, the National Orchestra of

## Focus on Belgium

Belgium has been invited to go on tour in the Land of the Rising Sun, possibly the nation with the largest market for classical music in the world. Artistic director Mikko Franck from Finland saw his contract renewed until 2007.

The Orchestra is currently playing ten concerts at major venues in Tokyo, Yokohama, Nagoya, Osaka and Niigata. Mikko Franck attracted brilliant soloists such as Fujiko Hemming, a living legend in Japan, and the highly acclaimed young Dutch violinist Janine Jansen. The concert program of this tour features classic works from Ravel, Moussorgski and Tsjaikovski as well as compositions by Sibelius and Grieg of the director's native Finland. The dynamic Mikko Franck, who will be appointed musical director of the Finnish National Opera in the 2006-2007 season, combines a refreshing down-to-earth spirit with high artistic ambitions.

The Orchestra's programme for the nearby future includes many international activities: the coming season, concerts are scheduled in France and Luxembourg and later on the Orchestra will start touring in Germany and Switzerland.

In September this year, when the Japanese tour comes to an end, the Orchestra will return to Belgium for a Brahms and Beethoven mini-festival spread out over two weekends, at the Brussels Palace of Fine Arts. There will be several projects to promote contemporary music and to enable young composers to work with the Orchestra. Mikko Franck also pursues a more active participation of the audience in the programming of the music, by sending them an extensive list of compositions to choose from at the beginning of the season. The public's favorite works will be played a few months later.

Working with highly talented soloists has proven to be extremely rewarding; in the coming season, the Belgian National Orchestra will again have the privilege of playing with some prominent soloists from Belgium and from abroad.

De Tijd

### Kaneka Belgium – 30th anniversary

In September 2004 Kaneka Belgium celebrates its 30th anniversary.

The key factors in the success of Kaneka Belgium are without any doubt the competency of the employees (235 people are employed), and the product and process technology to manufacture and supply sophisticated and competitive, high quality products to customers on a world-scale.

Kaneka Belgium N.V. has its head office, production units and R & D departments in Westerlo Oevel. Some of the Marketing departments are located in Brussels.

Kaneka Corporation was established in 1949 as a chemical company with main products being caustic soda, soap, edible oils and electrical wires. Later, the company diversified into polymers, fermentation, biotechnology and electronics. Business activities now span a broad range of markets ranging from synthetic resins, plastic products, chemicals and foodstuffs to pharmaceuticals, medical devices, electrical raw materials and synthetic fibres. The annual turnover in the fiscal year ending March 2003 was \$ 3 billion.

Kaneka Corporation was one of the leaders among Japanese chemical companies in establishing overseas operations. As such Kaneka Belgium was established by Kaneka Corporation. A little later it was decided to build a production plant of impact modifiers for PVC in Westerlo-Oevel which made Kaneka Belgium the first Japanese chemical production unit in Europe and also the start of the global network of manufacturing and marketing subsidiaries of Kaneka Corporation.

Kaneka Belgium N.V. began manufacturing the successful Modifier products in 1973. In the 1990's, KB added another two new modifier types on their product range and has been developing their market not only in Europe but also in Eastern Europe, Russia, Middle East and Africa. Through substantial expansions in the late 90's and the first years of the new millennium, the Kaneka Belgium modifier plant became the largest one within Kaneka Corporation and in Europe. In the mid 80's, Kaneka Belgium constructed an expandable polyolefin foam production plant. Thanks to the current tendency towards the lightweight automobile parts and the increasing consideration to the recycling, the demand for this product is increasing rapidly. Since the middle of 1990's after many efforts, this business became profitable.

In 1997, Kaneka Corporation reconfirmed their commitment to their 'Flemish daughter' by investing 19 million euro in the establishment of a plant for base polymers for elastic sealants and adhesives, which are the third main business item of Kaneka Belgium. This new Kaneka MS Polymer is meeting the ever-increasing demands for quality in the construction, civil engineering and automotive after-market repair industries. The exceptional characteristics on safety and friendliness to the environment have been boosting the sales through which a doubling of the plant's capacity in 2004 could be justified. The annual sales figure reached € 142 million in the fiscal year ending March 2003 and is expected to grow.

## Youth Committee news

### Bowling Competition and Dinner

On the 3rd of May, the Youth Committee's bowling competition and dinner gathered a group of 40 participants.

Like last year, we organized 7 mixed teams of 5 players competing against each other, and everyone had a lot of fun, chatting and competing!

After the bowling, we walked through Brussels to a Chinese restaurant, where we had the opportunity to taste various dishes and to discuss a lot of various subjects. We then offered prizes to the winners of the Bowling Competition, who were all ... Japanese!

The day ended with a drink at the beautiful Grand-Place, where free jazz concerts were held. Everyone slowly returned home after a day full of fun and cultural exchanges!

5月3日にBJA青年委員会は40名の参加者と共にボーリング大会とお食事会を企画しました。昨年と同様、各5名ずつの7グループで競い合い、頭脳(?)と体を使って大いに盛り上がりました。

ボーリングの後はブラッセル市内を散歩しながら、参加者全員で中華料理店へ。そこでは様々な中華料理に舌鼓を打ちつつ、皆で色々な事に関して意見を交換しあいました。その後はボーリングの勝者に賞が与えられましたが、勝者全員が日本人メンバーとあいなりました。

最後には美しい夜のグランプラスでジャズ・コンサートを聞きながら食後の一杯を味わいました。この日は文化交流を深めるにあたってとても楽しく、有意義な時を過ごすことができ、思い出となる一日となりました。



### Farewell Party

On the evening of the 23rd of June, we organized a farewell party in order to thank and to wish good luck to our vice-chairman, Hans, who was soon leaving Belgium to work on Belgium's beers importation in Japan. We went to a special cafe of Brussels, selling 400 Belgian beers! Everyone had the opportunity - and the pleasure - to discover really special and tasty Belgian beers in a friendly atmosphere. A too short but unforgettable evening!



#### Contact BJA-YC

For any questions, or additional information:  
Olivier (YC Chairman)  
Tel: 0476 / 32 62 73

#### BJA青年委員会へのご連絡

ご質問やお問い合わせは:  
Olivier (青年委員会 委員長)  
Tel: 0476 / 32 62 73

BJA Youth Committee  
Avenue Louise 287, box 7  
B-1050 Brussels  
Tel: 32-2-644 14 05  
Fax: 32-2-644 23 60  
Email: info@bjayc.be  
<http://www.bjayc.be>

ベルギービールの輸入の仕事に携わるため日本に旅立つハンスに感謝の意を込めて、6月23日の夜に送別会を行いました。40種類以上のビールを売るブラッセルのカフェにて、気さくな雰囲気の中、皆で楽しい会話と美味しいビールを味わいました。短くも忘れがたい夜を過ごしました。



## Youth Committee news

### Belgian Farm Visit & Tea-Time

The BJA's 6th event of 2004 also coincided with one of Brussels hottest days. 40 people made their own way, following excellent instructions from President Olivier, to the Ferme Pedagogique in Vieux-Genappe not far from Waterloo. As temperatures reached 30 degrees the group was split, for translation purposes, into two sections comprising of mainly Japanese speakers in one and French and English speakers in the other.

It was clear that for some people it was to be their first visit to a farm and the younger elements of the group were particularly excited. The Farmer's wife, Mrs. Bodart, escorted one group around the farm giving detailed information on how they do their work and presenting the different animals of the farm (pigs, rabbits, cows, chicken, ducks, ...). Children even had the opportunity to give feeding-bottles to baby cows and also to actually milk a cow.

The other group was driven by tractor around some of the fields by Mr. Bodart, stopping occasionally to look at examples of the produce that they sell.

The two groups then swapped so everyone could get a flavour of both sides of the farm. The animals themselves certainly did not disappoint and a variety of smells and noises came our way as we walked around.

Such a day would not be complete without a tabehodai / nomihodai session and with crepes, waffles, beer and soft drinks plentiful this certainly did not disappoint! The day was warmly received by all those present and thanks go out to Mr. and Mrs. Bodart for their welcome and assistance, not forgetting their sons of course!

By Patrick McMullan, Participant



2004 年度 BJA YCOM 第 6 回のイベントは、ブラッセルの「最も暑い日」と重なりました。

40 人の参加者が、オリヴィエ代表のすばらしい案内図をたよりにウォータールーに近いビュー・ジェナッペのペダゴジック農園へとたどり着きました。気温が 30 度に上る中、グループは日本語グループと英・仏語グループに分かれて園内を見学しました。参加者の中には初めて農場に入った者もいて、特に子供達のはしゃぎようといったら大変なものでした。農園の奥さん、マダム・ボダールはグループの一つを案内しながら農園での仕事の内容を説明したり、動物達(ブタ、ウサギ、ウシ、トリ、アヒル等々)を紹介してくれたりしました。子供達は子牛に哺乳瓶でミルクをやったり、実際にミルクをしぼったりもしました。

他のグループはムッシュ・ボダールと一緒にトラクターに乗ってフィールドを回りながら、彼らが売る農産物の説明等を受けました。

2 つのグループは後に交代し、両グループがご夫婦の案内を受けることができました。動物達も満足のようで、農園を回っているいろいろな臭いや鳴き声が、あちらこちらからしてきました。

このような日は食べ放題、飲み放題パーティーなしには終わりません。クレープ、ワッフル、ビールにソフトドリンク…。たらふく頂いてみんな大満足でした。

参加者一同本当に楽しい 1 日を過ごすことが出来ました。温かく受け入れてくれたボダール夫妻、そして息子さん達に感謝します。

パトリック・マックムラン (参加者)



# The BJA Youth Committee

It is a pleasure to introduce the 2004 Youth Committee Members (YCOM) of the Belgium-Japan Association & Chamber of Commerce.

As you know, the objective of our Committee is to promote relations between Belgians and Japanese living in Belgium through informal contacts. For that purpose, our Committee is organising regular activities of interest to both communities. Come and join us, it is a great opportunity to get to know each other in a relaxed atmosphere!

Even though it is called 'Youth Committee', our activities are open to anybody as long as you are young of mind! Last year, thanks to a very dynamic YCOM team, we organized many successful activities such as a visit to the Binche carnival, hanami-picnic, a day at the Belgian coast with fireworks watching, a walk in the Soigne forest, brewery visit, Kayak, etc. (see our pictures gallery in the websites).

The new YCOM team, reinforced with new members, has prepared a very attractive program which includes a karting event, Karaoke, bowling, a concert, etc...

Your feedback is important to us, so if there is an activity you would like to propose or comment on, please let us know your ideas!

Looking forward to seeing you soon at one of our activities!

Olivier van Beneden

皆さん、こんにちは。2004年度BJA青年委員会のオーガナイズ・メンバー(YCOM)を紹介させていただきます。

ご存知の通り、この委員会の目的はベルギー在住の日本人とベルギー人との気楽な普段着の交流を促進することにあります。そのために、私たち委員会はベルギー人・日本人双方が楽しめる活動を定期的に開催しております。気軽な雰囲気の中でお互いを知る絶好の機会となるはずです。皆さんの参加を心よりお待ちしております！なお、「青年」会とはいいいましても、若い心をお持ちの皆さんならどなたでも参加していただけます。

昨年の活動は、YCOMチームの協力のもと、パンシュ・カーニバルの見学や花見、クノック海岸での花火大会、ソワーニュの森散策、ビール醸造所見学、カヤック等を開催いたしました。(詳しくは Picture gallery をご覧下さい)。

新メンバーを加え新しくなった YCOM チームは、今年もカーティング大会やカラオケ大会、ボウリング、コンサート等の楽しいイベントを企画しております。尚、BJA 青年委員会の活動に関しましてご意見・ご希望等がございましたら是非お聞かせ下さい。皆様からのフィードバックを今後の活動に反映させてい

きたいと思います。

それでは、次回のイベントでお待ちしております！

オリビエ・ヴァン・ベネデン  
青年会委員長

## BJA Youth Committee members

### Olivier Van Beneden

Hello. I came back to Belgium end of 2002 after living and working in Japan (Osaka and Tokyo) for 5 years. In Japan I worked as a business consultant for PricewaterhouseCoopers, and before that as representative for the company Noord Natie. In August 2003, I joined Bridgestone Company in Brussels.

When I returned to Belgium, I wanted to invest myself, - besides work -, in promoting the relations between Belgians & Japanese. That is why I decided to take over the presidency of the Youth Committee with as objective to create opportunities for many Belgians and Japanese to meet informally and enjoy themselves while doing so.

こんにちは。5年間の日本滞在（大阪と東京）の後、2002年11月にベルギーに帰ってまいりました。日本ではノードナシー（NoordNatie）の代表、またその後、プライスウォーターハウスクーパーズ（PricewaterhouseCoopers）のビジネス・コンサルタントとして働いておりました。そして2003年8月より、ブラッセルにあるブリヂストンに勤務しております。

ベルギーへ帰国後も、仕事以外でも、日本・ベルギーの関係を深める活動に従事したいと願っております。その思いからBJA青年委員会会長を務めることを決心しました。ベルギー人・日本人双方が、気楽な雰囲気の中で楽しく過ごせる多くの機会を作っていきたいと思います。

### Hans Rubens

Hello. I recently started working for Konishi Brewing Company in Itami, Japan. Konishi is a sake brewing company, and has been importing Hoegaarden, Duvel, and lots of other Belgian beers in Japan for over 10 years.

From Japan, I would like to continue to support the BJA YC's activities and projects as much as I can. Join us, it's a unique opportunity to meet people from the other

# The BJA Youth Committee members

end of the world!

In my free time, I like to play soccer, watch sumo wrestling, and do some beer-tasting, of course. Hope you will stop by for a nice glass of Belgian beer in Japan!

こんにちは。最近日本の伊丹市にある小西酒造株式会社にて働きはじめました。小西酒造は日本酒の醸造会社ですが、10年以上にもわたってフーガルデン、デュベルといった様々なベルギービールの輸入も取り扱っています。

日本に引越した後も BJA 青年委員会の企画や活動をサポートし続けたいと思っています。世界の様々な人と出会える機会ですので皆さん是非ご参加下さい。趣味として、サッカーをしたり、相撲鑑賞、そしてもちろんビールのテイastingをすることが好きです。日本で皆さんにベルギービールを楽しんでいただけると嬉しいです。

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## Magali Polese

Hello. I am Magali Polese and I was born in Liège in 1977. I started my long Japan-loving relationship as a ROTARY exchange student in Tokyo in 1995. I stayed one year in this exciting megalopolis and it is not enough to say that it has had much impact on the decisions I have taken to build up my future and on what I am now.

In 1998, I was awarded a three-week study trip at Kyoto Gaikokugo Daigaku by the Japanese government, which I am still grateful for. In the year 2000, I got a translation degree in English and Dutch from the International Interpreters School of the University of Mons-Hainaut. My thesis was the translation of a book called 'Kokoro, the Soul of Japan'. In 2001, I got a postgraduate degree in Japanese studies from the University of Liège.

Today, I am working for a software company, called Sysmex, located in Liège but owned by Japan, where I am handling the Quality Management System. I have been a BJA Youth Committee Member for one year and a half, and on a personal level, it has brought me much more than what I expected.

はじめまして。リエージュ出身のマガリ・ポレーズです(1977年生)。私の日本との熱愛関係の始まりは、ロータリーの交換留学生として東京に留学した1995年にまで遡ります。エキサイティングなメトロポリスに滞在したこの1年間は、将来の進路を決める際に大きな影響を与え、また今日ある私にも大きな影響を与えました。

1998年には、日本政府より京都外国語大学での3週間での研修旅行の機会を与えられましたが、これに

は今でも感謝しています。2000年には、モンス・ヘノー大学国際通訳学部より英語・オランダ語専攻の学位を取得し、翌2001年にはリエージュ大学より日本学のポスト・グラデュエート学位を取得しました。

目下、リエージュ所在の日系ソフト会社・シスメックスにて、クオリティー・マネージメント・システムを担当しています。また、1年半前より BJA 青年委員会のメンバーを務めており、私個人としては期待していた以上のもの得ることができたと思っています。

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## Shu Tsuboi

My name is Shu, and I am from Hiroshima.

When I was a student, I was lucky enough to be able to travel all around the world for one and a half year. I was especially fascinated by the variety of cultures and ethnicities you can encounter in Europe. After graduating, I decided to make my dream come true (I am a bicycle freak!) by entering a Japanese bicycle company in Osaka. Last year, I decided to come to Europe again, and I managed to get a job for a logistics company in Brussels. And so I moved to Belgium March 2003.

I haven't been living in Belgium for long, but I am really glad to have become an organizing member of the BJA YC. I will do my best to help the BJA continue gathering people from all over the world!

広島県出身の壺井 修です。

私は大学時代に一年半程バックパッカーとして世界中を旅行(放浪?)しておりました。世界中を回って来ましたが、中でも多様性に富んだ欧州に強く惹かれておりました。

大学卒業後は、“大好きな自転車”を扱う大阪のメーカーに三年間勤務。そして2003年3月より、こちらの日系物流会社にて現地社員として勤務をしています。

まだベルギーにやって来たばかりですが、こうして BJA 委員会メンバーとして参加・活動できることを大変うれしく思っております。様々なバックグラウンドを持った人達が出会い・交流できる機会を提供するお手伝いが出来れば幸いです。

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## Beniko Kanno

My name is Beniko Kanno. I am originally from Tokyo, where I was born in October 1974.



# The BJA Youth Committee members



Hans Rubens

I moved to Belgium in January 2002, and I've been working for Euroclear Bank in Brussels since then. The working environment is very dynamic with colleagues and clients from all over the world. I am currently working as a dedicated client support, especially assisting UK clients. Before moving to Belgium, I used to work for J.P. Morgan Asset Management Services in Tokyo for three and half years where I had my first encounter with the financial business world.

I always enjoy meeting and spending time with people from different backgrounds. Joining BJA-YC as a Treasurer was therefore a great pleasure for me. This brings great opportunities to exchange ideas and experience things together among Belgian and Japanese people.

This year in May, I got married to a Belgian whom I got to know through work. I am hoping to get integrated into Belgian culture more and more, bringing Japanese spices at the same time!

私の名前は菅野紅子と申します。1974年10月生まれの東京都出身です。

ベルギーには2002年1月に引越してまいりました。以来、ブリュッセルにあるユーロクリア・バンクで現地社員として勤務しております。様々な国のお客様や同僚に囲まれた、とても刺激的な環境の職場です。現在はクライアント・サポートとして、主に英国のお客様を担当させて頂いております。ベルギーに来る前はJ.P. モルガン信託銀行にて3年半勤務しておりました。

様々な方と出会って新しい発見をするのが大好きです。BJA 青年委員会に会計担当として参加できたことは大きな喜びでもありました。ベルギー人と日本人の交流を深め、一緒に様々なことを体験できたらと望んでいます。

今年の5月、仕事を通じて知り合ったベルギー人男性と結婚しました。日本の「スパイス」を取り入れながらも、ベルギー文化への融和をさらに深められたらと望んでいます。

language courses in Liège, which also organized Japan related activities. Seeking more contacts with Japan, I met the BJA-Youth Committee, and began helping them to create the BJA YCOM website. I'm still eager to interact with Japan and things Japanese, and I am looking forward to meet people to share the good things in life.

こんにちは。ピエール・ブラウワ - と申します。1975年にベルギーのリージュで生まれました。

コンピューターサイエンスを勉強し、4年前から金融と経済の新聞社「レコ」にてアナリストプログラマーとして働いています。主にウェブサイトやニュース、指標を扱うアプリケーションに携わっており、様々な興味深い技術を駆使して働いています。フランス語が母国語ですが、英語、オランダ語、そして日本語も少々話すことが出来ます。

リージュにある日本語の語学学校に通い始め、日本に関わる活動に触れ合う機会に恵まれました。それをきっかけに日本との関わりを更に深めたいと思っていたところ、BJA 青年委員会を知り、BJA 青年委員会のウェブサイトの立ち上げに協力することで、活動に参加し始めました。日本や文化をもっと学び、そして色々な人と興味深い時間を過ごす事を楽しみにしています。



Beniko Kanno



Magali Polese



Olivier Van Beneden



Pierre Brauwars



Shu Tsuboi

## Pierre Brauwars

Hello, I'm Pierre Brauwars. I was born in 1975 in Liège (Belgium).

I graduated in computer sciences, and I'm now working at the economic and financial newspaper "L'Echo" as an analyst-programmer for already 4 years. I have been working on the website and other applications (news, quotations, etc.) using various interesting technologies. I'm a French native speaker and know English, Dutch, and some Japanese.

I became member of an association of Japanese



# The Junior Chamber International (JCI) World Congress - Fukuoka

The Junior Chamber International (JCI) World Congress will take place in Fukuoka, Japan from 21 through 27 November 2004.

JCI is a worldwide federation of young leaders and entrepreneurs. There are more than 200,000 active JCI members worldwide. They participate in projects, meetings, learning programs and events in more than 6,000 communities located in more than 100 cities around the globe. There are 36 member countries in Europe, 24 in the Americas, 21 in Africa and 20 in Asia and the Pacific.

Junior Chamber Belgium has more than 1,700 active members affiliated with local, national and international business organizations and communities. JCI membership is highly recommended in daily Japanese business life and for anyone wishing to do business in Japan.

JCI members are professionals and entrepreneurs between 18 and 40, who have joined a local JCI chapter. They organize and support business, individual, community and international development projects. They work to create positive change, train to become better leaders, lay new foundations and establish new friendships and networks. They meet at local, national and international events to exchange ideas and share best practices. They also learn from dynamic speakers and trainers at interesting and interactive seminars.

JCI is a truly international organization. Most of the world's nationalities, ethnicities and religions are represented. Yet they all share a bond of friendship and core beliefs that help them surmount multiple challenges.

Many Belgian members are looking forward to attending the World Congress in Fukuoka. Fukuoka is known as Japan's gateway to Asia because of its location. It was also one of the first Japanese cities to be influenced by Western culture and to combine it in the unique Japanese mix of the ancient and the ultra modern. Today, you can observe the old and new in perfect harmony. The Fukuoka tradition of being the first to communicate with other parts of the world many centuries ago continues today with events like the JCI World Congress.

The members of Fukuoka Junior Chamber have prepared an informative as well as an entertaining program of seminars and training sessions of unparalleled quality. They have organized an experience that will surely reflect the unique character of both the city, the country and the international organization they represent.

Belgian members attending the congress will have the opportunity on Local President's Day to experience the best of Japanese culture. With old traditions and modern business manners and projects, our members will experience a rich slice of a completely different culture.

For members unable to attend the congress, Junior Chamber Belgium brings the culture and history of Japan a little bit closer. The National Conference scheduled for Mons will feature live demonstrations of origami, martial arts, Ikebana, calligraphy, and other Japanese traditional arts.

If you would like more information about the World Congress or the National Conference, please contact the JCI office by phone at 02 428 36 61 or by email at [info@jci.be](mailto:info@jci.be).

## Taishikan e-News

In July 2004, the Japanese Embassy in Belgium started the "Taishikan e-News" service so you can get information from the Japanese embassy in Belgium.

By entering your e-mail address into the registration page of Embassy's URL <http://www.be.emb-japan.go.jp/english>, up-dated information will be sent to your mail box. Two language-versions are available for this service; European language version and Japanese version. The European language

version of this Taishikan e-News service, provides you with information such as Japanese governmental scholarships, recruitment for study tours in Japan, the JET program, the Japan related cultural events calendar, and the programs by the Japan Foundation. In the Japanese version of Taishikan e-News, the Embassy will send you information from the consular service, as well as the Japanese version of the cultural events calendar. In case of a state of emergency, this service will be used as information network for the Japanese community in Belgium.

# Personalia and sponsors

## New Members

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

### Corporate Members:

#### JMAC

*(Global marketing)*

Rue du Monastère 42, 1000 Brussels

Tel: +32 2 640 25 92 / Fax: +32 50 60 84 89

Email: koichi\_masaki@jmac.co.jp

Web site: www.jmac.co.jp

BJA Representative: Mr. Masaki Koichi,  
Brussels Office Representative

#### TG EUROPE NV

*(Automotive sector)*

Leuvensesteenweg 542, 1930 Zaventem

Tel: +32 2 513 68 60 / Fax: +32 2 513 24 53

BJA Representative: Mr. Takao Inagaki,  
Managing Director

#### BRUSSELS INTERNATIONAL AIRPORT COMPANY - BIAC

*(Airport)*

Luchthaven Brussel-Nationaal, 1930 Zaventem

Tel: +32 2 753 41 20 / Fax: +32 2 753 41 22

Email: hneukermans@biac.be

Web site: www.brusselsairport.be

BJA Representative: Dr. ir. Herman W.  
Neukermans, CEO Strategy & Marketing

#### SUBARU EUROPE NV/SA

*(Automotive sector)*

Hermesstraat 6c, 1930 Nossegem-Zaventem

Tel: +32 2 714 04 05 / Fax: +32 2 725 77 92

BJA Representative: Mr. Shinichiro Sumi,  
Director

#### ACCEA

*(Human resources consulting)*

Frankrijklei 101, 2000 Antwerpen

Tel: +32 3 287 60 60 / Fax: +32 3 287 60 65

Email: laurette.wouters@accea.be

Web site: www.accea.be

BJA Representative: Mrs. Laurette Wouters,  
Senior Consultant

#### KOYO STEERING EUROPE

*(Automotive parts supplier)*

Belgicastraat 13, 1930 Zaventem

Tel: +32 2 541 47 65 / Fax: +32 2 541 47 02

Email: koichi.matsuda@koyo-kse.com

BJA Representative: Mr. Koichi Matsuda, CEO

### Associate Members:

#### ABELGEL

*(Bio materials: production, R&D, and trading:  
amino acids, peptides, proteins, chelates,  
fertilizers from animal origin)*

Tennistaan 11, 1700 Dilbeek

Tel: +32 2 567 01 25 / Fax: +32 2 306 94 54

Email: pauldvos@pandora.be

BJA Representative: Paul De Vos, CEO

### Individual Members:

#### Regular

Mr. Yoshihisa Ishihara

Mrs. Mariko Kano

Mr. Joris Linssen

Mr. Louis Thoye

Mrs. Yuko Oga-Bardon

Mr. Olivier Raimond

Mr. Nicolas Pasteels

## Sponsors

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We would also like to express our appreciation to the current sponsors.

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