

# day of German unity

## A time to look back, celebrate while planning for the challenges ahead

Hans-Joachim Daerr  
AMBASSADOR OF GERMANY

Today we Germans celebrate the Day of German Unity, Oct. 3, 1990. On that day, after 40 years of partition, the former East Germany, a product of World War II and the Cold War, joined the Federal Republic of Germany. Earlier this year, on May 23, we celebrated the 60th anniversary of our now common constitution, which was drafted and adopted in 1949 by a parliamentary assembly that



could not represent all of Germany.

And in a few weeks time, on Nov. 9, we will again have reason to celebrate:

Twenty years have passed since the fall of the Berlin Wall, which was the starting point of the process toward German reunification. And this, indeed, is a cause of celebration for all of us since it changed the world by ending the division of Europe and East-West confrontation worldwide, the negative effects of which spared almost no country. We Germans will always remember with gratitude the decisive role some of our Eastern neighbors and

now partners within the European Union played in preparing the ground for the fall of the Berlin Wall.

Many Japanese today have vivid memories of that historical event and around 9,100 Japanese cherry trees donated by them embellish the reunited city of Berlin. Here in Tokyo we are using the outside of the wall surrounding our embassy premises to display a photographic documentation of the construction, the suffering caused, the opening and the demolition of the Berlin Wall.

Although in the 1990s the growing together of the two Germanys absorbed some of

our political attention and much of our financial resources, the energies freed by the end of confrontation and existential threats allowed us to move faster toward considerably reinforced European integration, international cooperation, and the shouldering by our country of an adequate share of global responsibilities. As a donor of official development assistance (ODA), Germany is second only to the U.S. and more than 8,000 German soldiers are engaged in U.N.-led, U.N.-mandated or other peace operations worldwide.

While we can look back with some pride, the challenges ahead are looming large. Japan and Germany have been hit especially hard by the worldwide financial and economic crisis. It did not originate in our countries, but we have to overcome it, together with other partners, by coordinated programs of economic stimulation, the defense of free trade and measures that will hopefully prevent the recurrence of such a crisis.

At the same time, we cannot afford to neglect the longer-term global problems like peace and stability, energy security, climate change, world health issues and disaster prevention. Everywhere Japan and Germany have an important role to play, and cooperation will allow us to shoulder these challenges more effectively, from arms control to energy saving, from development cooperation to nonproliferation and from the eradication of diseases to environmental protection.

The joint action of Japan



Anniversary celebration: The European Youth Festival "Ten Years Without The Wall" in Berlin in 1999 BUNDESREGIERUNG/STUTTERHEIM



Blossoming friendship: Japanese cherry trees in Berlin SENATSVERWALTUNG FUER STADTENTWICKLUNG BERLIN

and Germany on the global stage should be complemented by giving advice and help to each other with regard to the internal key issues of our respective societies like coping with the effects of a quickly aging population, attaining economic growth through R & D-based innovation, adapting education and training to the needs of the 21st century, as well as redefining the balance between the public and private sectors or between central government and regional autonomy. The potential of the Japan-Germany partnership is huge and largely untapped.

I would like to avail myself of this opportunity to thank Japan for its friendship, which

we in the Federal Republic of Germany have enjoyed throughout the last 60 years. In particular, we will always remember the support and sympathy from the Japanese government and people for German reunification. We look forward to further deepening our friendship with Japan and to pass it on to younger generations. I am convinced that there is a multitude of fields in which we can successfully cooperate.

Finally, on behalf of all Germans living in Japan, I would like to thank the Japanese people for their overwhelming hospitality. We feel welcome in your country and — indeed — at home.



Turning point: The fall of the Berlin Wall in 1989 BUNDESREGIERUNG/LEHNHARTZ

### German Embassy in Tokyo holds Berlin Wall anniversary photo exhibition

To commemorate the 20th anniversary of the fall of the Berlin Wall, the German Embassy in Tokyo is holding a photo exhibition using its perimeter wall through Nov. 27.

The fall of the Berlin Wall on Nov. 9, 1989, which led to German reunification, was a historic event for the whole world in the 20th century as it was a significant step toward ending East-West confrontation.

The exhibition shows photos of the wall from its construction to fall and to the present, and related events during the period. Photos are exhibited on the wall surrounding the embassy, south of Arisugawanomiya Memorial Park in Minami Azabu.

The embassy is located at 4-5-10, Minami Azabu, Minato Ward, Tokyo, a five-minute walk from Exit 1 of Hiroo Station.

The exhibited photos are also on the embassy's Web site at [www.tokyo.diplo.de](http://www.tokyo.diplo.de)



GERMAN EMBASSY/KOHEI SUDO



## JOY IS SUSTAINABLE.

BMW Group ranked the world's No.1 sustainable automotive company for five consecutive years.\*  
BMW Green Support 27\*\*

BMW EfficientDynamics  
Less emissions. More driving pleasure.

\* Reference: Dow Jones Sustainability Indexes "Annual Review" (September 3, 2009) \*\* BMW Group has reduced CO<sub>2</sub> emissions by 27% per vehicle sold in Europe between 1995 and 2008 (BMW AG). BMW Customer Support: 0120-55-3578

# Wir gratulieren zum 19. Jahrestag der Deutschen Einheit

**BOSCH**  
Invented for life

Bosch Corporation  
[www.bosch.co.jp](http://www.bosch.co.jp)

eurocopter  
Japan  
an EADS Company

thinking without limits

Eurocopter Japan Co., Ltd. Eurocopter Japan T&E Co., Ltd.  
Pola Aoyama Building 2-5-17 Minami Aoyama  
Minato-ku, Tokyo 107-0062, JAPAN  
Tel: +81 (0)3 5414 3346 Fax: +81 (0)3 5414 3328  
[www.eurocopter.co.jp](http://www.eurocopter.co.jp)

GERMAN  
INDUSTRY PARK  
Development • Production • Technology

Hybrid Workplace with Office & Operation under One Roof!

German Industry Park  
Deka Yokohama Investment K.K.  
1-18-2 Hakusan, Midori-ku, Yokohama, Kanagawa 226-0006  
Tel: 045-931-5701 Fax: 045-931-5700  
<http://www.germanindustrypark.com>

SEINO **DB SCHENKER**

Schenker-Seino Co., Ltd.  
[www.schenker-seino.co.jp](http://www.schenker-seino.co.jp)

Delivering solutions.

Deutsche Telekom

Deutsche Telekom K.K.  
Bancho House, 29-1, Ichibancho  
Chiyoda-ku, Tokyo 102-0082  
Tel: +81 3 5213-8611  
Fax: +81 3 5213-8622

Evonik  
Power to Create.

Evonik Degussa Japan Co., Ltd.  
Shinjuku Monolith 12 F  
2-3-1, Nishi-Shinjuku, Shinjuku-ku,  
Tokyo 163-0938  
Tel: 03 5323 7300  
Fax: 03 5323 7399  
[www.evonik.jp](http://www.evonik.jp)

Hapag-Lloyd

Hapag-Lloyd (Japan) K.K.

ZWIESEL 1872 SCHOTT ZWIESEL JENAER GLAS

ZWIESEL JAPAN CO., LTD.  
<http://www.zwiesel-kristallglas.jp>



Getting acquainted: German Chancellor Angela Merkel and Japan's new Prime Minister Yukio Hatoyama talk at the G-20 summit in Pittsburgh, Pa., on Sept. 25. FEDERAL GOVERNMENT OF GERMANY

## Energy efficiency becoming the new boom industry in Germany

Manfred Hoffmann  
DELEGATE OF GERMAN INDUSTRY  
AND COMMERCE IN JAPAN

The new Japanese government under Prime Minister Yukio Hatoyama has announced a strong emphasis on, and significant goals in the fields of climate change and environmental protection. Therefore resource saving and energy efficiency will become even more important issues in Japan for politics and companies than ever before. Since these topics have dominated public discussion in Germany for a long time, and are consistently of high importance and priority for German politics, companies and scientific institutions in Germany have been motivated even more to make considerable and successful efforts to develop future-oriented solutions in this field.



The similarities the two countries share make them logical partners in solving many of the challenges of the future. Lessons can be learned from each other, strengths should be combined.

The move toward sustainability is not only a necessity for future generations, it makes economic sense. In the current economic crisis both nations have recognized the potential of energy efficiency as a driver for future growth so that eventually their economies will emerge from the downturn even stronger than before. In Germany, energy efficiency is proving to be a key to new opportunities for a number of industries.

Not only can companies achieve significant energy savings through cutting-edge production techniques, innovations have made it possible to use energy that is wasted. According to a McKinsey study in Germany, market gains of 2.1 trillion euros by 2020 and energy-cost reductions of 53 billion euros annually can be achieved in Germany alone by new energy-efficiency techniques. This corresponds with the possibility of creating more than 850,000 new jobs. For a high-tech economy like Japan, benefits could be equally promising.

In Germany, the energy-efficiency sector has further strengthened the "Made in Germany" label, which stands for quality and efficiency. Germany has invested heavily in energy efficiency throughout the economic downturn — creating a 50 billion euro industry in the meantime — which is expected to open up significant opportunities for companies large and small. Smart metering, insulation systems, insulated glazing, heating and cooling technologies, efficient home appliances, energy-saving lamps, as well as cogeneration systems, pumps and compressed air systems are the energy-efficiency segment's most attractive areas for investment.

Industries such as ICT and microelectronics have much to gain from this budding field. Double-digit growth rates in the energy-efficiency sector are expected in the coming years, which can be witnessed by the 15 percent annual growth rate of the workforce in energy efficiency-related jobs in Germany.

The development of this relatively new industry came as a logical consequence of the nation's thriving renewable energies and resources sector. As the global leader in wind and solar energy, it quickly became clear that the future depends not only on finding new sources of energy, but also on reducing and fully harnessing the energy that we use. Unwavering government support, and clear and ambitious objectives have helped companies thrive, not to mention generous incentives that can cover up to half of a company's initial investment costs. Once companies invest here, they are greeted by Germany's highly qualified, well-trained workforce that can add a further boost to any company's business activities.

For all those interested in this topic, the fifth Japan-Germany Industry Forum in Tokyo on Nov. 18 will showcase the best business opportunities in Germany to Japanese decision makers. Under the theme "Energy Efficiency: The New Booming Market — Business Opportunities in Germany," this year's conference will focus on opportunities for increased engagement by Japanese companies in this dynamic new industry.

Germany Trade & Invest, the foreign trade and inward investment promotion agency of the Federal Republic of Germany, will have representatives on hand to highlight investment opportunities in Europe's largest market, demonstrate how Japanese companies can benefit from doing business in Germany and show how it can facilitate entrance into this multibillion-euro industry (For more information on the event, see [www.gtai.com/homepage/info-service/events/5th-japan-germany-industry-forum-2009](http://www.gtai.com/homepage/info-service/events/5th-japan-germany-industry-forum-2009)).

Furthermore, Japanese companies should take advantage of Germany's leading industrial exhibitions, many of which offer a quickly growing focus on energy efficiency for their respective industry or products. Ecology and in particular energy efficiency were among the main themes at last month's IFA, the world's main business event for consumer electronics and home appliances, which takes place every September in Berlin. Manufacturers from Japan and Germany attracted a high level of media attention for their newly developed domestic appliances that make very economical use of electricity and water, thereby helping consumers to save money.

Trade fairs such as the IFA are the perfect place for Japanese companies not only to study the latest industry trends in Europe but to introduce new products and solutions to a truly international audience (For more information on trade fairs in Germany, visit [www.auma.de](http://www.auma.de) or [www.fairs-germany.jp](http://www.fairs-germany.jp)).

Energy efficiency is rapidly becoming a new key element in Japanese-German business relations. In a recent survey among 100 German companies active in Japan, the majority of respondents welcomed the stricter environmental goals planned by the new Hatoyama administration and expect a positive impact on their business in Japan because the firms have much to offer. Cooperation between companies as well as research institutions in energy efficiency will further strengthen our economic and scientific ties. Together, Japan and Germany have the potential to set worldwide standards as a vanguard in this promising new field.

## Inconspicuous German Power for Stable Electricity Distribution

### MR Japan Corporation

German Industry Park, 1-18-2 Hakusan,  
Midori-ku, Yokohama 226-0006

Tel.: 045-929-5728

Fax: 045-929-5741

<http://www.reinhausen.com>

