

German unity day

A united Germany comes of age

Dr. Volker Stanzel
AMBASSADOR OF GERMANY

In Japan, 20 years mark the time span by which a person reaches maturity. Thus, the 20th anniversary of the day of German Unity, which we celebrate this Oct. 3, is an opportunity to reassess whether the newly unified Germany during these 20 years since Oct. 3, 1990, has "grown up," to look both back and into the future. Recent polls indicate that today Germans both in the East and in the West feel that unification has benefited them and that former Chancellor Helmut Kohl's prediction of "blossoming pastures" has come true. But what is the larger picture of German unifica-



tion, and what about its impact beyond Germany's borders? Let me try to provide some answers.

- Unification, in the year 2010, is irrevocable. The path from 1990 onward has been arduous and has hit many snags on its way, more than most Germans predicted in 1990. Today, in the year 2010, the percentage both among German politicians and of the German population at large that would prefer to see a divided Germany re-established has become marginal. Debates on proper policies will continue to be lively, sometimes passionate and sometimes even acrimonious. But there will be no turning back of the clock.
- The gap between the regions that used to be East and West Germany is filling up. Again, this process was not as

smooth as most Germans were hoping back in 1990. And yet there is no doubt that we are heading in the right direction: In 1991, the gross domestic product per capita in the East was only 33.5 percent that of West Germany. Today, it has reached 73 percent. The burden of unemployment, which has stifled economic and social development in East Germany for too long, has at last successfully been tackled and has come down at a steady and reassuring pace over the last five years. At 11.6 percent it is still far too high for comfort, but by mid-2010 it has reached its lowest level in the past 20 years. Regional differences of less dramatic proportions will remain, but these were there before and always considered to be natural.

- One of the brightest spots is infrastructure. Germany as a

whole has made a colossal effort to bridge the gap that had by 1990 opened due to 40 years of negligence toward social capital. Today, East Germany boasts the best roads and the fastest railways of Germany, the fastest fiber-cable Internet connections, one of the most sophisticated air cargo terminals in the world as well as a vast array of state-of-the-art hospitals, schools and universities.

- Looking abroad: Unified Germany has found its place in Europe and the world. European unification has picked up in a spectacular manner after 1990 and as a matter of fact the two processes cannot be thought of separately. Germany knows that for its prosperity and its stability an ever-closer union of the European nations is indispensable. To this end, Germany and its citizens have continuously dedicated an exceptional amount of energy and resources, and they will not fail to do so in the future.

In a rapidly globalizing world, the opportunities that Germany has to pursue as well as the challenges it has to tackle go beyond the boundaries of Europe. In this respect, the instances in which German concerns coincide with Japanese ones are fast increasing in number. We have experienced this in our common fight against global warming, where we closely cooperated for the formulation of the Kyoto Protocol, and jointly tried to achieve more in Copenhagen — sadly, to no avail. We are equally committed to nuclear nonproliferation and disarmament. Germany, welcoming the initiative of Japan and Australia for a Cross-Regional Group on



Two decades: A ceremony on Nov. 9, 2009, in front of Brandenburg Gate celebrates 20 years since the fall of the Berlin Wall. BUNDESREGIERUNG / KOHLER



Euro mark: The European Central Bank, which administers the monetary policy of the countries that use the euro, is headquartered in Frankfurt. AUSWARTIGES AMT

Nonproliferation and Disarmament, only recently has confirmed its support for the group and its willingness to host its next meeting. Other challenges we are jointly facing and cooperating on are the fight against global terrorism, the stabilization of the international finance system and the efforts to achieve the Millennium Development Goals proclaimed by the United Nations.

The spirit of mutual trust and cooperation under which these numerous joint efforts unfold would have been unthinkable without the broad basis of common understanding fostered through the dedication and the passion of

countless initiatives and cooperation between the civil societies on both sides. These close contacts started as early as 1861, when Prussia, Germany's predecessor, and Japan, established diplomatic relations, and very fast evolved into a broad movement encompassing all walks of society in both countries. With the advent of modern transport and information technology, contacts again gained dramatically in momentum. There are now more than 50 bilateral friendship societies in each country as well as a large and manifold number of individual societies and informal cooperations that cover all subjects from school exchanges to

sporting events, from music to manga, from philosophy to culinary exploits.

Germany and Japan, therefore, have decided to dedicate a special event series to this extraordinary effort by so many German and Japanese citizens. Under the title "150 Years of German-Japanese Friendship," a series of events will be held in both countries in order to present to the larger public the many facets of the cooperation and exchange between the two nations and their people. In order to reach out to the younger generation, the kickoff in Japan will be held in less than two weeks at the German School of Tokyo Yokohama, on Oct. 16. The program for this

event, as well as a list of the other upcoming events, can be found at www.dj150.jp.

Japan and the Japanese people have been staunch supporters and close friends of Germany throughout the postwar period. Japan's support for German unification was unwavering. When the grand goal was achieved 20 years ago, the Japanese people celebrated with us, and their joy was spontaneous and authentic. In its year of coming of age, unified Germany is therefore all the more keenly looking forward to the opportunity of a series of German-Japanese events where joint achievements can be celebrated and future initiatives designed.

Allianz Global Corporate & Specialty

Allianz

Allianz Fire and Marine Insurance Japan Ltd.
A Member of Allianz Global Corporate & Specialty

Anzen Bldg.,
6-6, Motoakasaka 1-chome, Minato-ku, Tokyo 107-0051
Tel: 03-4588-7500 Fax: 03-4588-7591
<http://www.allianz.co.jp>

Herzliche Glückwünsche
zum 20. Jahrestag der Deutschen Einheit

PORSCHE

Porsche Japan K.K.
www.porsche.co.jp

ARQIS FOREIGN LAW OFFICE

Merging Sushi & Sausage

Dusseldorf • Munich • Tokyo

www.arqis.com

日独交流150周年
Jahre Freundschaft
Deutschland - Japan

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

MEISSEN MANUFACTURER SINCE 1710

Sole Importer & Distributor for
Meissen Porcelain & Crystal Wares

G.K. JAPAN AGENCY CO., LTD.

HEAD OFFICE: 434-2, Shinmachi-dori, Takatsuji Agaru, Shimogyo-ku, Kyoto 600-8445, Japan
Tel. 075-341-6868 Fax. 075-341-7177

TOKYO OFFICE: Shin Shin Kaikan 7F, 14-1, Nihonbashi 3-chome, Chuo-ku, Tokyo 103-0027, Japan
Tel. 03-3548-7711 Fax. 03-3548-7712

SEINO DB SCHENKER

Schenker-Seino Co., Ltd.

www.schenker-seino.co.jp

Delivering solutions.

ASIAN TIGERS

Saying goodbye?

Asian Tigers Premier Worldwide Movers
Email: sales@asiantigers-japan.com
Phone: 03-6402-2371

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

Hapag-Lloyd

Hapag-Lloyd (Japan) K.K.

Volkswagen. Das Auto.

www.volkswagen.co.jp VOLKSWAGEN Group Japan KK

BOSCH Invented for life

Bosch Corporation
www.bosch.co.jp

Application Development IT Consulting Project Management

Best in Class IT Services in Europe
Microsoft Gold Certified Partner

www.exlayer.co.uk

Exlayer Group: London • Düsseldorf • New York • Tokyo • Singapore • Shanghai

prof. baron JAPAN BUSINESS SOLUTIONS

Unternehmensakquisition & Interim Management in Japan

Prof. Dr. Peter P. Baron
80797 München
Schleißheimstr. 80
Tel: 089-5432-0652
Fax: 089-5432-0950
Mobile: 0160-91454466
E-mail: pbaron@barons.de

JAPAN BUSINESS SOLUTIONS LLP
2-20-9, Shimouma
Setagaya-ku
Tokyo 154-0002
Tel: 0081-3-3487-5444
Fax: 0081-3-3487-5441
Mobile: 0081-090-1799-8276
E-mail: pbaron@barons.de

the westin tokyo

1-4-1 mita, meguro-ku, tokyo 153-8580
tel: 03-5423-7000
conference.wetok@westin.com
www.westin.com/tokyo

B BRAUN SHARING EXPERTISE

B. BRAUN AESCULAP CO., LTD.

2-38-16 Hongo,
Bunkyo-ku, Tokyo 113-0033
TEL: 03-3814-2525 www.bbaj.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.germanindustry.com>

KUEHNE+NAGEL

Kuehne + Nagel Ltd.
1-4-12, Kiba, Koto-ku
Tokyo 135-0042, Japan

Tel: + 81 (0) 3 5632 5350
Fax: + 81 (0) 3 5632 5353
info.tokyo@kuehne-nagel.com
www.kuehne-nagel.com

In Alphabetical Order

German unity day

Technology holds key in future ties

Manfred Hoffmann
DELEGATE OF GERMAN INDUSTRY AND
COMMERCE IN JAPAN

As two of the leading industrial nations worldwide, Japan and Germany share many similar challenges. Shrinking populations, resource depletion and climate change are issues that no country can deal with completely on its own. Adapting to the rapidly changing global business world in light of the rising power of newly emerging economies is another common challenge.

In both countries, technology and innovation have been identified as crucial elements to secure future competitiveness. At first glance, German and Japanese companies are competitors on the world market, but in a host of situations they can also be complementary partners.

Many German companies from the chemical, automotive, electronic, machinery and service sectors are active in Japan and have become indispensable partners to Japanese industry. With their proven expertise in the fields of security, health care, environmental technology and material development, they are valuable and sought-after partners by Japanese companies. Small and medium-size companies, which form the backbone of Germany's industry, have also much to offer as their niche solutions often give the answer to very specific industry problems.

The faster technology changes, the more complex it becomes to keep up with the latest developments. In order to ensure scientific advancement, finding the right partners and facilitating international exchange between experts from both industry and research institutions is more essential than ever. This is the aim of the new

German Research and Innovation Forum Tokyo (www.dwih-tokyo.jp), which will be officially launched on Oct. 6. Set up on the initiative of the German Foreign Office and the Ministry of Education and Research, the German Research and Innovation Forum will represent German research organizations and innovative companies in a concerted effort, thereby strengthening scientific and economic cooperation with Japanese partners.

Two fields of special interest for cooperation between Japan and Germany, in which both countries are taking the technological lead worldwide, can be found in next-generation mobility and smart-energy solutions. For many years Germany has been a global leader in the generation of renewable energy. Wind and solar energy production is increasing annually to meet the ambitious goal of 50 percent of Germany's energy needs by renewable sources by 2050.

With such a large proportion of renewable energy in the grid, one of the greatest tasks is to develop storage solutions that match electricity supply and demand. At the same time, there is a growing demand for

clean-energy solutions that provide silent, emissions-free transportation. With this background, German engineers, scientists, business leaders and government officials are working cohesively on the next generation of mobility solutions.

The German government's target of 1 million electric cars on the roads by 2020 is a testament to the enormous market potential for energy-efficient mobility. While the global market is expected to grow by 29 percent annually through 2020, German automotive engineers are hard at work improving the energy efficiency of internal combustion engines, developing alternative drive technologies, and adapting lightweight materials and electronics.

In order to meet the ambitious goal of reducing emissions by 270 million tons of carbon dioxide by 2020, Germany has recognized that a shift to renewable energy generation alone is not enough. Smart-energy concepts are also necessary to better manage, store and conserve energy. Germany is the key player in Europe for the emerging energy storage devices and fuel cells market, as well as efficient energy management systems such as

smart grids. Currently, storage in Germany is at 7 GW, while this figure is expected to quadruple by 2025. Germany is helping set the standards in these fast-growing segments, with German research institutes, suppliers, system developers and energy companies working in close partnership.

Japanese investors eager to know more about the latest developments in smart energy and mobility solutions can visit the sixth Japan-Germany Industry Forum to be held on Nov. 18 in Tokyo. The event, organized annually by Germany Trade & Invest, the foreign trade and inward investment promotion agency of the Federal Republic of Germany, will bring together leading industry specialists, scientific experts and business professionals from both countries.

As Japan and Germany celebrate 150 years of friendship, the similarities both countries share make them logical partners in solving many of the challenges of the future. If both countries combine their specific strengths, cooperation in the fields of mobility and smart-energy solutions can be key drivers for the deepening of their relations.



Irreversible: The fall of the Berlin Wall starts on Nov. 9, 1989, paving the way for German reunification. BUNDESREGIERUNG / LEHNARTZ

A song of joy 20 years after unity

Raimund Wördemann
DIRECTOR GENERAL, GOETHE-INSTITUT
JAPAN (GERMAN CULTURE INSTITUTE)

"Aren't you getting bored, in a way," I was recently asked by a smart young Japanese painter, "of celebrating German unity over and over again? After five years, after 10 years, fair enough that's understandable, then 15, 20 years. Do the Germans have a soft spot for any five-year magic-number symbolism? Or do Germans just like to party?" I decided not to tell her that we had just started to prepare



for the 25th anniversary of the fall of the Berlin Wall in 2014, and merely murmured something like, "I agree about the last bit," because Germany has indeed changed, like a room that is pervaded by fresh air and friendly sunlight, and it really does like to celebrate in style.

The "Ode to Joy," written by Friedrich Schiller and set to music by Ludwig van Beethoven, which had been performed in Berlin as the "song of freedom" on Christmas Eve in 1989, only weeks after the demolition of the wall had begun, has proven to be the ideal hymn of the European Union, reacting upon Germany's new self-definition as a liberated and now free country. For the

rest of the world, Germany has become the "friend from Europe." In this sense, especially regarding all those Eastern European countries who, driven by strong cultural forces and intellectuals, also swept away the iron-fisted ideologies and domineering powers that had suppressed them for decades, 1990 marked the beginning of the new rise of Europe.

Whereas in 2000, a decade after bringing together the two Germanys, opinion was still divided, complaining about the "Wall in our heads," we can now speak of a European Germany that has established a common identity and its place in the world.

Culture has played an enormous

part during this process of liberation and reunification. It is never easy to predict when exactly a politically subversive working culture may turn out to become constructive in terms of challenging political changes or even becoming the motor of systemic reform. With its most stunning and logic-defying characteristics, it can intervene and alter the course of history, intended or otherwise, and always becomes part of the process wherein it seeks to define itself.

Meanwhile, former pieces of the Wall, massive symbols of division and lack of freedom, are treated as pieces of art, to be found in public

CONTINUED ON PAGE 7



Smart: Wind turbines help Germany meet energy needs. GERMAN INDUSTRY AND COMMERCE



Germany's relationship with Japan was built 150 years ago on the promise of technical excellence at the frontier of technological progress. It still is!



Mercedes-Benz
Das Beste oder nichts.

German unity day

German-Japanese relations approach 150th year

In 2011, Germany and Japan celebrate 150 years of diplomatic relations featuring an extensive calendar of events and high-ranking political visibility.

In the fall of 1860, the Prussian East Asian Expedition landed in Edo, present-day Tokyo, and on Jan. 24, 1861, the Treaty of Amity, Commerce and Navigation was concluded with Japan, marking the beginning of our long and friendly relations. Having experienced ups and downs in our history, today both countries count among the leading economic nations in the world. We are important partners in the fields of economy, science, politics and culture, and share common values and interests.

Keeping our eyes on the future, our goal is to build upon the old and tested ties and to kindle the interest of the young generation for the respective other country. We want young people to not only consider their neighboring countries but to recognize the value of our intercontinental friendship and cooperation. New media, bridging the Eurasian continent with one mouse click, will assist us in this endeavor. We need to improve on what we are offering the young generation.

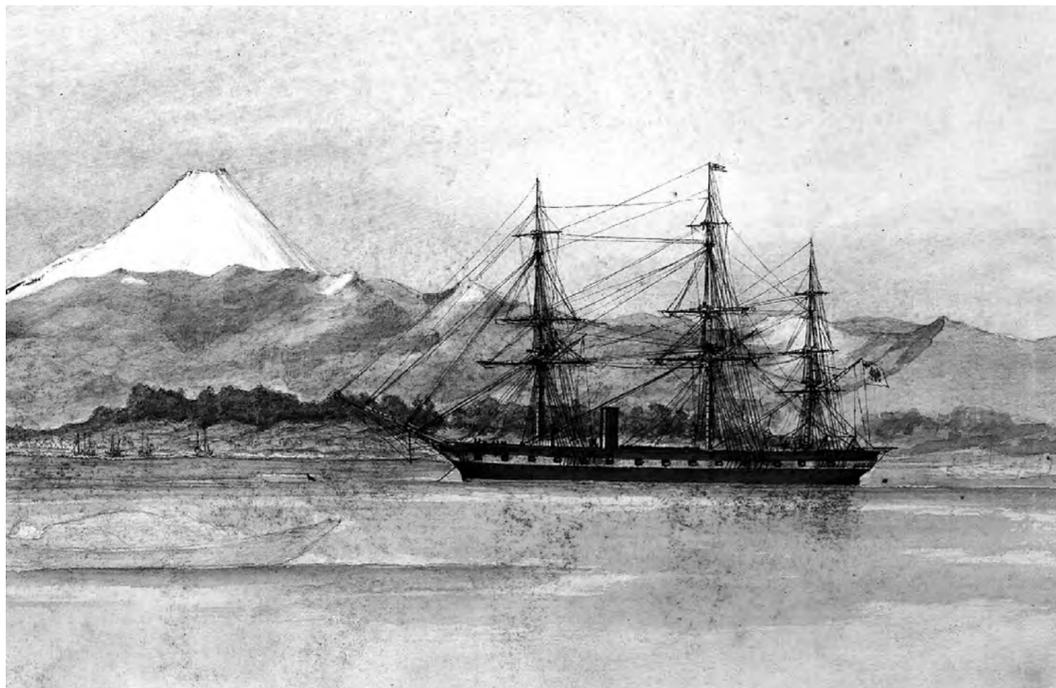
Culture, economy and civil society are the three pillars of our anniversary year activities. In Japan, steering councils have been established at the German Embassy and the Consulate General in Osaka-Kobe. The Embassy of Japan in Germany established a similar structure and information is exchanged on a regular basis.

In Tokyo, business and industry are represented by the German Chamber of Commerce and Industry in Japan as well as by individual companies that have an interest in benefiting from the anniversary for their own events. The cultural activities are coordinated by the Goethe-Institut Tokyo. The German Embassy concentrates on the numerous academic institutions, city partnerships as well as Japanese-German friendship associations and provides the overall framework. One important element serving as a link to all parties involved is a common website (www.dj150.jp) with the aim of creating a joint reference platform.

On Oct. 16, we will kickoff events at the German School of Tokyo Yokohama with a festival for several thousand people. High-ranking visitors and substantial interest by the media are expected. Planning for large-scale events such as a rock music festival and a festive event for 10,000 people or more at the highly modern Osanbashi pier in Yokohama 2011 is under way. Together with these, an impressive array of events organized by cultural institutions, German and Japanese companies and their organizations, as well as the Japanese-German friendship societies and numerous civil society organizations will greatly enhance the impact of the effort.

Whether bringing back the glow of the pearls of the past or taking innovative initiatives for the future, we would be happy if you could share your ideas on the bonds between Germany and Japan with us by sending them to: 150Jahre@tokyo.diplo.de

Our joint efforts will help to acknowledge what has been achieved in both countries and at the same time, to show the exciting opportunities for cooperation that lie ahead of us. Come and join in!



"SMS Arcona of the 'Prussian Expedition to the Far East' arrives in Japan" (1860) Karl von Eisendecker BONN UNIVERSITY, TRAUTZ COLLECTION

for the future, we would be happy if you could share your ideas on the bonds between Germany and Japan with us by sending them to: 150Jahre@tokyo.diplo.de

Our joint efforts will help to acknowledge what has been achieved in both countries and at the same time, to show the exciting opportunities for cooperation that lie ahead of us. Come and join in!



Festival: The opening event of the 150 Years of German-Japanese Friendship celebration will take place at the German School of Tokyo Yokohama on Oct. 16. DSTY/WELS

Culture of friendship binds nation

Continued from page 6
spaces and museums all over the world, cultural landmarks for the transformative power of culture and arts.

During the first 10 years after unification, politicians and society had to find a way to fuse Western and Eastern Germany on a political, economic and cultural level, which was a rather difficult task. While in the East a certain nostalgia for the GDR (German Democratic Republic) emerged, with people bemoaning the loss of positive aspects of life in their "old country," parts of the West started accusing the less developed part of being a threat to Germany's economic success and wealth. There was an understandable revival of East German culture, new festivals found their way to bring together those people who had experienced the GDR not just as a system of injustice, but also as a home, with a plethora of good or memorable things that shaped them. A lot of former GDR brands have proven remarkably economically successful; TV shows and series have been revived (dressed in contemporary outfits); and newspapers and magazines do their bit to keep a positive, sometimes defiant zeitgeist alive in the genera-

tions that grew up before 1989, stressing that "there was more than only dictatorship."

A very important point in forming German identity has been the growth of the "Generation Einheit," in other words the first generation of young Germans born after reunification. Now reaching the age of 20, they are the ones who will define the unified German society. Asking these young people how they see Germany after 20 years of reunification, they do recognize it as one country, without differentiation between East and West. Despite growing up in a period of adaptation, raised by parents who had experienced a major historic change, they do not perpetuate prejudices but grow up to live together. They have grown up into a generation of tolerance and freedom, knowing what to appreciate about Germany. Over 56 percent of German students spent more than 6 months abroad, most of them determined to find out for themselves what they see as the most important thing about living in Germany. What most defines this young generation is not where they come from, but where they are going — and the large number of ways they have of constructing their lives. It is perhaps in this regard that

they represent the main achievement of German reunification: They have the liberty to choose to do whatever they wish, living in a free country that offers them a wide range of possible options.

Nevertheless, the division of Germany is an important period in history that greatly influences modern German society. Even young people have heard about the two countries, the prejudices and experiences that they know from their parents and through films. They also know about their different backgrounds from talking with friends at school and later university. On the one hand, there are families with members spread all over the country due to reunification, mainly through the phenomenon of East German families relocating to the West. On the other hand, there are families who have been living in the same town for years and see new people arriving as intruders.

Since in the former East Germany entire towns have been reconstructed and regions have been given a completely new industrial and residential face (although not becoming overcrowded), parts of the West are now also increasingly adopting a more

demanding tone about receiving regenerative investment as well. Meanwhile, the visible cultural differences in Germany can no longer be seen as related to the history of East and West. Germany and its cultural landscape has always been one with strong variety in regional accents, customs and dialects. Remember the old quarrel between "Prussians" and "Bavarians"? Now the Eastern "Länder" (states) and areas have begun to intermingle in an often charming and idiosyncratic way, which has revived discussions about regional pride and achievements.

Not only the regions, but also the cities have shown that they were able to redefine themselves on the basis of their strong cultural history and contemporary art scenes. Berlin, the cradle of German unity. Or Dresden, darling of the new German bourgeoisie. Or

even the two European Capitals of Culture, Weimar (1999) and Essen-Ruhr (2010). Germany offers a cultural depth and richness that is a great source of pride to the modern country, and rightly so. This view has recently been taken by more and more artists, leading to exponential growth of German-language bands in the last few years. Music and sports are now seen as ways of identifying with their country, and Germany celebrated the "Summer's tale" of the men's soccer World Cup in 2006 with the famous slogan "A time to make friends."

This is the new Germany, a strong cultural power of friendship. And friendship is worth celebrating each and every day. Luckily there is another friendship to be commemorated in the year after the 20th anniversary of German Reunification: the 150th anniversary of Japanese-German relations in 2011, starting

with a preliminary celebration on Oct. 16 at the German School of Tokyo Yokohama. There are certainly many Odes to Joy to be sung.

Main events for 2010-2011

● 2010
Opening Event Oct. 16, noon-6 p.m., German School of Tokyo Yokohama, 2-4-1 Chigasaki-Minami, Tsuzuki-ku, Yokohama. www.dsty.ac.jp

Exhibition — "Otto Dick: Kritische Grafik 1920-1924" Nov. 13-Dec. 19, Itami City Museum of Art, Hyogo

● 2011
Exhibition — "300 Years of Meissen: From the Collection of Meissen Art, Meissen Manufactory" Jan. 8-March 6, Suntory Museum of Art, Tokyo
April 16-June 12, Matsumoto Museum of Art, Nagano
Sept. 10-Nov. 27, The Museum of Ceramic Art, Hyogo
April 2012-July 2012, The Museum of Oriental Ceramics, Osaka

German Rock Festival (August)

German Festival (October), Osanbashi Pier, Yokohama

Opening Ceremony of Goethe-Institut Villa Kamogawa (autumn), Kyoto

For more information, visit www.dj150.jp



Time to remember: An image commemorates 20 years since the fall of the Berlin Wall. DPA-BILD/FUNK

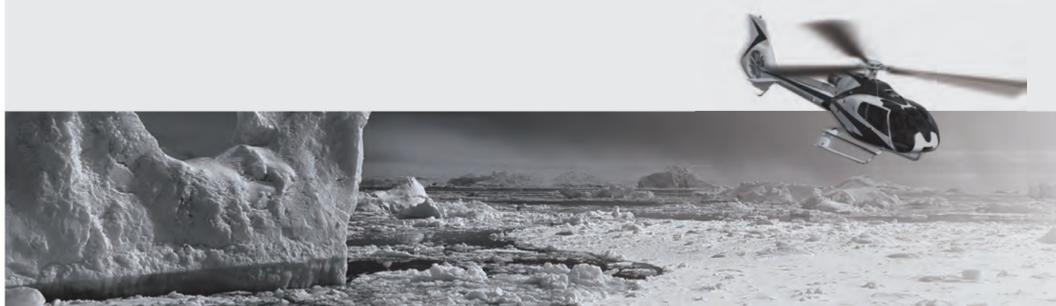
THE MOST DYNAMIC WAY TO DRIVE A HYBRID.
THE ALL-NEW BMW ACTIVE HYBRID 7 DEBUT.

BMW EfficientDynamics
Less emissions. More driving pleasure.

The all-new BMW ActiveHybrid 7
www.bmw.co.jp



eurocopter Japan
in EADS Company
thinking without limits



When it comes to protecting the environment, no other helicopters go further.

Scientists surveying Antarctica. Oceanologists researching sea life. Maritime authorities tracking oil spills. Firefighters controlling bush fires. All of them rely on Eurocopter helicopters as essential equipment. Quiet, safe and dependable. Equipped with advanced sensors. Coupled with lower fuel consumption, and reduced gas and particle emissions. When you think environmental conservation, think without limits.

www.eurocopter.co.jp
EUROCOPTER JAPAN CO.,LTD. Roppongi Hills Mori Tower 19F, 6-10-1 Roppongi, Minato-ku, Tokyo 106-6119 Japan Tel : +81(3)5414-3346 Fax : +81(3)5414-3328
EUROCOPTER JAPAN T&E CO.,LTD. Osaka International Airport, Osakaden, Itami, Hyogo 664-0833 Japan Tel : +81(6)6856-4100 Fax : +81(6)6856-4080