

Belgian crown prince's visit

Visit brings a new vigor to Belgium-Japan trade

Didier Reynders
MINISTER OF FOREIGN TRADE OF
BELGIUM

In 2012, on the occasion of the commemoration of the Great East Japan Earthquake, our country wants to stress once more its deep feeling of solidarity with the people of Japan. The commemorative celebrations of March 2012 have reminded us of the courage of the Japanese people, the resilience of its economy and the determination of Japan in the reconstruction process.



My participation in the economic mission presided by H.R.H. Prince Philippe offers opportunities to work concretely on the consolidation of economic

ties between Belgium and Japan.

Despite recent natural disasters, financial crisis and budgetary issues, our two countries continue to enjoy excellent trade relations. Japan is No. 10 in the list of countries from which Belgium imports the most. About 270 Japanese companies are established in Belgium.

H.R.H. Prince Philippe, my regional minister colleagues and I are accompanied by more than 200 Belgian businessmen and academics that want to explore new partnerships, export their knowhow and invest in Japan.

Belgium, a small country by its physical size but one of the 25 largest economies in the world by its gross domestic product (GDP), retains strong economic assets. Labor productivity of Belgian workers is one of the highest in the world. Innovative and competitive high-tech compa-

nies, such as the ones active in the life sciences sector, are attracted by the economic climate in Belgium. Life sciences is one of the key sectors identified for this economic mission to Japan, as pharmaceutical products have been the main Belgian export to Japan for more than a decade.

Strategically situated at the center of Europe, Belgium succeeded in developing a competitive transport and logistics sector. Furthermore, with the new government in power since 2011, we have shown our strong political commitment to a more sustainable and stable financial and economic climate at home, in solidarity with our European partners.

My hope is that this economic delegation led by H.R.H. Prince Philippe will bring a new vigor to trade relations between Belgium and Japan.



Friendly exchanges: Their Royal Highnesses Prince Philippe and Princess Mathilde of Belgium are visiting as part of the Belgian Economic Mission to Japan. FPS, CHANCELLERY OF THE PRIME MINISTER, DIRECTORATE-GENERAL EXTERNAL COMMUNICATION

Brief profile of Crown Prince Philippe of Belgium

Crown Prince Philippe, born in 1960 in Brussels as first child of King Albert II and Queen Paola, is first in the line of succession to the throne of Belgium.

A graduate of the Royal Military Academy, Prince Philippe completed his academic training at Trinity College, University of Oxford, and took a Master of Arts in political science at Stanford University.

Prince Philippe is honorary chairman of the Board of the Belgian Foreign Trade Agency. In this capacity, Prince Philippe has headed more than 40 important economic missions, of which the most recent are the United States (2011), China (2011) and Vietnam (2012). In addition to his various official duties, Prince Philippe concentrates on gaining more in-depth knowledge of his country, its role and its image in the world and in international relations.

Among his many honorary titles, Prince Philippe is honorary chairman of the Belgian Federal Council for Sustainable Development, created after the 1992 UN Earth Summit in Rio de Janeiro, and honorary chairman of the International Polar Foundation. He also patronizes the YES Program of the Belgian-



H.R.H. Crown Prince Philippe of Belgium

Luxembourg Chamber of Commerce in Japan, which enables young Belgian executives to be trained in Japanese companies.

Prince Philippe married Mathilde d'Udekem d'Acoz in 1999. They have four children.

Agenda of Crown Prince Philippe's economic mission

Brussels' service sector aids global-minded firms

Yuko Miyake
JAPAN REPRESENTATIVE, BRUSSELS
INVEST AND EXPORT

I feel privileged to welcome the economic mission to Japan led by H.R.H. Prince Philippe.



Brussels is known not only as the capital of Belgium, but also as a center of Europe, with many international institutions, such as the headquarters of the European Union and NATO. Therefore, 30 percent of the population is from abroad, which enables English communication more easily compared to other cities in Belgium. Also, it is accessible from Paris or London in about two hours, making Brussels a prime location for both business and tourism.

Brussels Invest and Export is the foreign trade and investment agency of the Ministry of the Brussels-Capital Region, the Tokyo office of which is in charge of export promotion in Japan of the region's companies and attracting Japanese companies' investment to the region.

On the occasion of this eco-

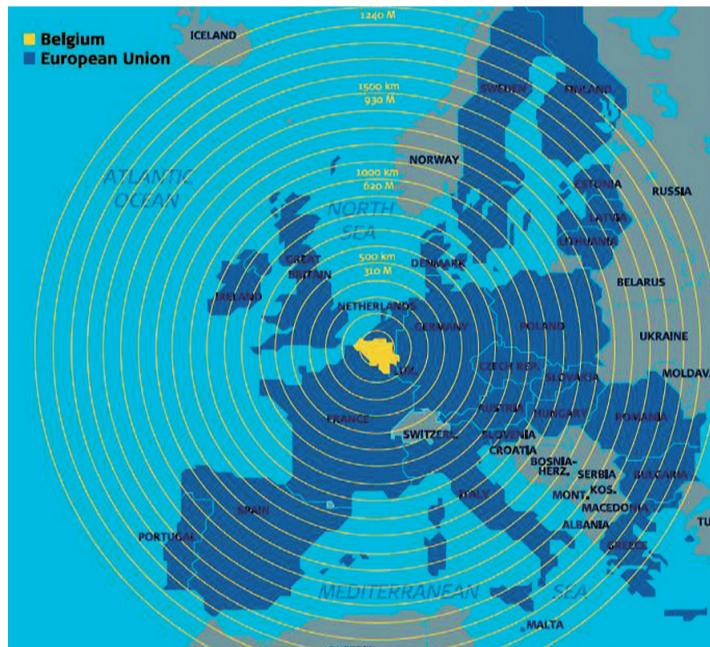
omic mission, we focus on service sectors, which are our major industries. Many of the participants, some 30 companies, are from service sectors, such as legal work, consulting, finance, tourism. Much of their considerable experience and expertise shall certainly contribute to Japanese companies interested in the global market. Other participants include manufacturers of bags, jewelry and confectionery.

Brussels is also known as a hub of the legal or consultancy offices, which are specialized in EU laws and decision-making process within the EU. One of our important programs this time is the seminar "EU laws and regulations on environment and energy — their trends and impacts on Japan," taking place on June 11. Through panel discussions, we will look at the issue from the viewpoint of the Japanese industrial arena, which will interest Japanese companies operating in the EU member states or looking for ways of moving in. The seminar is followed by a networking cocktail in the presence of H.R.H. Prince Philippe.

As part of the economic mission's delegation, Benoit Cerexhe, minister of the government

of the Brussels-Capital Region, responsible for the economy, employment, scientific research and foreign trade, and Jacques Evrard, managing director of Brussels Invest and Export, will be visiting Japan.

I hope this economic mission will further enhance economic exchanges between Belgium and Japan.



CARTO UITGEVERIJ, BRUSSEL

The programs of Belgian Economic Missions led by H.R.H. Prince Philippe are always manifold, as field visits, social events, political meetings of the ministers and business-to-business affairs of Belgian businessmen sometimes collide.

In Tokyo, H.R.H. Prince Philippe will be joined by his wife, H.R.H. Princess Mathilde, for the three first days of the mission. As the official kickoff for the economic mission, on the morning of June 11, Their Royal

Highnesses Prince Philippe and Princess Mathilde and the ministers will visit Meiji Jingu Shrine. The business program starts with a visit to Janssen Pharmaceutical K.K., a company of the Johnson and Johnson group. In the afternoon, the princely couple will meet Tadateru Konoe, president of the Japanese Red Cross Society, for a briefing about the aftermath of the Great East Japan Earthquake and tsunami. In the evening, H.R.H. Prince Philippe will briefly attend the closing cocktail of the YES Program for young Belgian executives in Japan.

On June 12, H.R.H. Prince

Philippe will attend the inauguration of the Japan Vaccine Co., a joint venture between GSK Biologicals and Daiichi Sankyo, before attending a lunch at Keidanren. In the evening, Their Royal Highnesses Prince Philippe and Princess Mathilde will attend a cocktail hosted by H.E. Luc Liebaert, ambassador of Belgium in Japan, and to which a series of Belgium-related Japanese associations are invited: the Belgium Japan Society, Belgium Japan Academic Society, Alumni Association of the Japanese School in Brussels, Belgium Luxembourg Market Council and Belgian-Luxembourg Chamber of Commerce

(BLCC). In the afternoon, H.R.H. Prince Philippe will visit the headquarters of shipping and logistics company NYK. He will also be present at the closing of the yearly IMEC Executive Forum, which attracts a large number of Japanese executives and researchers from industry and academia. IMEC is Europe's largest independent research institute for micro-electronics and nanotechnology.

On June 13, while H.R.H. Princess Mathilde will visit several areas in the Tohoku region, H.R.H. Prince Philippe will inaugurate a new head office of UCB in Shinjuku, and will travel to Osaka in the evening. In Osaka, H.R.H.

Prince Philippe will visit the Panasonic Center Osaka, attend a lunch organized by Belgian company Umicore for high-level executives of the automotive sector and visit Daikin Corp.

On June 14, H.R.H. Prince Philippe will open the Belgian Beer Weekend in Osaka.

On June 15, H.R.H. Prince Philippe will attend an official luncheon hosted by H.E. Keiji Yamada, governor of Kyoto, and in the presence of H.E. Daisaku Kadokawa, mayor of Kyoto, and H.E. Yuichi Kusumoto, ambassador for the Kansai region.

For more information, visit www.belgianeconomicmission.be.

Wallonia fosters development of medical sector for a better society

Claire Ghyselen
REPRESENTATIVE FOR JAPAN,
BELGIUM WALLONIA FOREIGN TRADE
AND INVESTMENT AGENCY

The Wallonia region, with 3.5 million inhabitants, represents 40 percent of Belgium's total population.

The Walloon government has set up a unique strategy focused on innovation for many years, as its average of 3.4 percent of the budget spent on research and

development (R&D) for the last 10 years testifies, close to Japan's 3.6 percent.

Thanks to this policy, the region is nurturing many large companies and small and medium-size enterprises active in high-tech sectors, in fields related to physics and chemistry, in our traditional knowhow: civil and mechanical engineering, aerospace, materials, life sciences. According to the Organization for Economic Cooperation and Development (OECD), the region surrounding the south of Brussels has 58 percent scientists, which gives it a prominent

place in the top 10 European regions in this regard.

How is this possible? The innovation strategy deployed by Wallonia is centered around the positive and concrete impact that technology has on society. This is crucial as it focuses attention on the needs of the market and the people. If we look at the medical sector, we see that it has evolved greatly in the past years: the evolution of technologies and the convergence of several disciplines has made it possible to prevent diseases more efficiently, to detect them at earlier stages, and to cure them better or with less invasive means, with the result to improve the health and welfare of the people.

The ecosystem of Wallonia, based on the extensive exchanges between academic and industrial sectors, and on the multidisciplinary nature of research, is favorable to R&D and we see it as many companies such as GSK Vaccines,

Baxter, Seed Co., or AGC Corp. have chosen the region to establish their R&D centers.

During Prince Philippe's mission, the William Lennox Neurological Center of the Catholic University of Louvain will sign a collaboration research agreement with Cyberdyne Co. This collaboration illustrates how much multidisciplinary and the focus on people influences innovation: The Lennox center will survey the rehabilitation process of the robot suit HAL on patients who have suffered from either internal or external causes of paralysis.

Wallonia private and public sectors have always given importance to Japan. This is especially true today, when the courage of the Japanese people is a source of admiration. By nurturing the existing relations between Japanese and Belgian universities and companies, we want to be there, by your side, to make a better society, today.

Our Warmest Welcome to Their Royal Highnesses Crown Prince Philippe and Crown Princess Mathilde of Belgium

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Belgian crown prince's visit

Goals of the economic mission to Japan

Luc Liebaut
AMBASSADOR OF BELGIUM

The Belgian Economic Mission presided over by H.R.H. Prince Philippe of Belgium that will be visiting Japan from June 11 to 16 is bridging a long gap. The last economic mission of similar size and purpose to visit Japan dates back to 2005, when H.R.H. Prince Philippe led an economic mission to Tokyo and Nagoya on the occasion of the Aichi World Expo.



Facing increasing competition in Asia, Japan is open for economic cooperation, joint research programs and foreign

direct investment in high-tech, precision manufacturing goods, green economy innovations, life sciences and new materials. The key sectors that are being targeted by the mission reflect these opportunities: life sciences and pharmaceuticals, new materials, semiconductors and ICT (information and communications technology) engineering, logistics, quality consumer goods and consultancy services on European Union legislation. Fostering further development of our bilateral trade and investment relations is, of course, the top objective of any economic mission. It is however also important to highlight recent successes.

One should not forget that, notwithstanding the global financial crisis and the subse-

quent sovereign debt crisis in Europe, Belgian exports to Japan have been expanding from €2.455 million in 2007 to over €3.054 million in 2010, to €3.337 million in 2011. The credit for this positive development should first and foremost go to the careful and sustained efforts of the Belgian exporters and their Japanese partners in meeting quality demands. At the same time, the strong Japanese yen has allowed European exporters to offer sharper prices.

A second objective of the mission is to consolidate political relations between our two countries. As an official guest of the Japanese government, H.R.H. Prince Philippe and the accompanying Belgian federal and regional ministers will be

received by Prime Minister Yoshihiko Noda and by a number of key economic ministers. The relations between Japan and the EU, as well as the state of play in Belgium's economic, trade, investment and academic relations with Japan, will rank high on the agenda of these meetings. The close ties between the Imperial family and the Belgian Royal family add particularly warm and friendly dimensions to the relations between Belgium and Japan in general, and to the visit of the Belgian Economic Mission in particular. The meetings that Their Royal Highnesses Prince Philippe and Princess Mathilde will be having with members of the Imperial family will allow them to further cement these bonds.

Belgian biotechnology: a leading position in Europe and the OECD

Compared to the relative size of its economy in the European Union, the Belgian biotech sector, of which 80 percent is related to health care in the form of biopharmaceuticals, is particularly large. Belgium accounts for a remarkably high proportion of Europe's turnover in biotechnology. It represents 16 percent of the European biopharmaceutical industry, making it a key player at world level.

In addition, spending on research and development is high in relation to the country's size, as confirmed in the latest Organization for Economic Cooperation and Development (OECD) figures, where Belgium ranks in the top four for public funding, for tax incentives for R&D, and for biotechnology R&D per capita. It is also world No. 1 for R&D intensity in the pharmaceutical industry (EFPIA 2008). This explains why the number of drugs in development per mil-

lion inhabitants is nowhere higher than in Belgium, not even in top countries such as the United States or the United Kingdom.

Other factors can explain the exceptional position of Belgium in the world rankings. Public authorities give importance to the sector. The Belgian workforce offers a strong concentration of researchers and a high number of graduates in science and engineering. Also, Belgian professionals have strong collaborative relationships in innovation, and the biotech sector is remarkably open to international partnerships (Belgium is the leading OECD country in terms of the percentage of national inventions owned by foreigners, and 59 percent of R&D in the country is conducted by foreign affiliates).

Some homegrown success stories show the quality of Belgian researchers and their sense of innovation. Delphi Genetics illustrates this. Starting as a spi-



Life sciences: The VIB Department of Plant Systems Biology at Ghent University is in the Flanders region of Belgium. VIB FSVM

noff of ULB in Brussels in 2011, Delphi Genetics has now set a standard in the vaccines industry with its unique Staby Express technology for producing recombinant proteins in E. coli bacteria without the use of antibiotics, and with substantially increased yields.

The biotechnology sector is represented at national level by industry organization Bio.be. It has 84 member companies, generating some 10,000 jobs and a turnover of nearly €3 billion.

For more information, visit the website of the Foreign Trade Agency at www.abh-ace.be.



Research: The Belgian workforce offers a strong concentration of researchers and a high number of graduates in science and engineering. VIB FSVM

Flanders presents region's high tech to Japan

Dirk De Ruyver
JAPAN REPRESENTATIVE, FLANDERS
INVESTMENT AND TRADE

Japan and Belgium both have an aging population. While the costs of such a graying society are steadily growing, the working population that is bearing these costs is projected to shrink. To keep the balance, a society is



forced to increase the productivity of its labor force by focusing on high value-added activities.

In that framework, the government of the Flanders region of Belgium has strategically opted to focus on research and development, leading to innovation and economic growth. No surprise, therefore, that R&D institutes, their spinoffs and other knowledge-driven companies form a prominent part of the Belgian Economic Mission to Japan. They are reaching out to

the innovative Japanese companies known for their high-quality research.

From Flanders, the nanotech research center IMEC has been gradually building a network of loyal industrial customers in Japan. A selection of them will testify on their collaboration with IMEC during an executive forum in Tokyo on June 12.

The government of Flanders was also instrumental in establishing the life sciences research institute VIB in 1996. The activities of VIB led not only to higher research quality, they also played a pivotal role in the growth of a biotech cluster in Flanders, represented by the umbrella organization Flandersbio. Life sciences count for the largest delegation in the Belgian Economic Mission. More than a dozen speakers will take the floor during two life sciences seminars, in Tokyo on June 12 and in Osaka on June 14. IMEC, VIB and Flandersbio are just a few names among many in Flanders striving for high quality in their activities. The Belgian Economic Mission to Japan is an ideal opportunity to get to know them, and as such, is destined to strengthen the already excellent relations between Japan and Belgium.



**Our Warmest Welcome
to Their Royal Highnesses
Crown Prince Philippe
and
Crown Princess Mathilde
of Belgium**

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