

# German unity day

## Relationships growing across range of areas

Hans Carl von Werthern  
AMBASSADOR OF GERMANY

The year 2014 has been, and still is, a year of many anniversaries. It has been 100 years since the start of World War I and 75 years since the outbreak of World War II. These occasions are important for Germans to reflect upon the dark chapters in our nation's history and to draw lessons for the future. Today, however, Germans in Japan and all over the world can think back on a more positive event.

25 years ago, on Nov. 9, 1989, the Berlin Wall came down. The symbol of the Cold War and of the division of both Germany and Europe was crushed by the aspirations for democracy, freedom and prosperity of the East Germans. Oct. 3, 1990 was the day of German reunification and we have been celebrating it ever since.

Much has been achieved since then. Today my country has a president and a chancellor who both grew up in East

Germany. Many parts of the so-called five new Federal States, the former GDR, have been transformed into innovative, highly competitive hubs for industry, research, technology and services.

Not only Germany, but also Europe as a whole has been reunited. East Europeans especially cherish the freedom and security this has brought about.

My family and I arrived in Japan more than six months ago and we were warmly received. Since then, my admiration and fascination for this country, with its rich heritage, has grown. Japan and Germany have strong relations. Every day I witness this strength and the bond between our two countries in my dealings with politicians, academics and intellectuals, researchers, representatives of culture or of civil society. Business ties between Germany and Japan established long ago continue to thrive.

Today's world faces many new challenges. Climate change and demographic shifts are of mutual concern. After more than 150 years of friendly relations between our



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

two countries, we continue to cooperate closely with each other on threats to our security. The lessons we Germans have learned from the events of the 20th century are that multilateral cooperation can replace confrontation and a strong rule of law can replace

the rule of the strong. "We are the people" was the slogan the East German protesters used in one of the few peaceful revolutions history has ever known, to topple their communist government. Today, we Germans proudly look back at the happiest mo-

ment in our recent history. Here in Tokyo we do so together with our Japanese friends.

On the Day of German Unity, I extend to all readers of The Japan Times my best wishes for health, success and happiness. May our excellent relationship continue to flourish.

## Ideas lead to change

Raimund Wörnemann  
DIRECTOR GENERAL, GOETHE-  
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A beautiful old German folk song, often sung in political contexts is called "Thoughts are Free." And in fact, if there exists any area of absolute freedom — at least for the time being — it lies in the world and the power of our own thoughts. If our thoughts are unleashed, they will lead us into the realm of fantasy, of dreams or of euphoria. If thoughts are steered into rational channels and supported by collectives, something new will emerge — socially, politically, economically and culturally new.

This happened in 1989, some 25 years ago, when the Berlin Wall was taken down and then removed after freedom-loving people united. From that point on, two completely different political systems would gradually grow into a new united state sharing a common culture. That at least was the idea of former German Chancellor Willy Brandt many years before this event, when he evoked the idea of a "cultural nation" in 1973 and suggested the establishment of a "German National Foundation" that should also provide a "home" for the living legacy of East German culture. And indeed there was and is an East German culture, as well as a West German one. After the fall of the Berlin Wall, information could flow freely, from west to east, as well as from east to west. Although there had been secret channels of information about the neighboring country (West Germany) before — in many places in the GDR people could receive Western television — there were still many areas in socialist Germany that had "in-

cubated" their own culture for more than 40 years. Dresden and its surroundings, for example, were called "the valley of the unsuspecting" as it was completely isolated from foreign cultural influences. Accordingly, the rapprochement took time. It took the two PEN writers' organizations in East and West Germany almost ten years until they followed the political unification and merged into one organization.

This must not be simplified politically too much, because there is also a North German and South German culture. There are Low German songs and Bavarian dances, but there are no tendencies to "unite" these two or other such traditions. However, the free flow of information — often linked to cultural exchange — cannot be praised enough. Interestingly, UNESCO gave up its attempt to enforce a "World Information Order" just in 1989, though there is still dispute about this subject to date. In Europe, this issue was discussed again most recently during the negotiations of a Transatlantic Trade and Investment Partnership (TTIP).

The Goethe Institute promotes intercultural exchange in Japan and believes that culture (being a public good), education and media should

not be part of an agreement on trade arrangements.

Whenever it comes to the question of identity — most of the time it is about national identity — this leads to a disruption of borderless exchange, with countries imposing a quota or even an import tax on cultural goods from abroad. In most cases, these countries argue that they want to strengthen local arts and promote young talent of their own country. But also during political conflicts, artists and politicians join in order to repel the culture of undesirable countries. Though freedom of information and communication is guaranteed in Germany, some broadcasters have committed themselves to do more for local music. And of course, public broadcasters have the mandate to invest in the education of their audience. The same goes for Japan, where certain broadcast quotas are assigned to culture and education. But these quotas are not limited to certain countries.

All this can be considered positive, as long as the promotion of national and regional cultures contributes to an international variety of opinions and variously shaped thoughts and works, looking for exchange and respecting the otherness.

## World is on the verge of the next industrial revolution

Manfred Hoffmann  
DELEGATE OF GERMAN INDUSTRY  
AND TRADE IN JAPAN

"What is behind all the 'industry 4.0 talk' in Germany?" The German Chamber of Commerce and Industry in Japan and other German institutions are frequently approached and asked about this by Japanese business and government representatives. In the age of disruptive innovations, companies and politicians alike try to have an ear to the ground and are attentive not to miss out on something new and potentially ground-shaking. The developments behind industry 4.0 certainly have this potential.

But what is this "Industry 4.0" as we Germans call it, anyway? Imagine a new kind of industrial production, building on a network of "smart" products, processes and factories communicating among each other, steering production, logistics and distribution by themselves. The internet, mobile computing, big data, the "cloud," embedded systems and miniaturization are only some of the core technologies that make this vision possible. Through the smart combination of these, modern production will be more flexible and individual, while at the same time more transparent and efficient. It is an evolutionary process that will change industrial landscapes profoundly and permanently and therefore it is



German Minister for Economic Affairs and Energy Sigmar Gabriel inspects "Industrie 4.0" related technology at Hannover Messe 2014. DEUTSCHE MESSE

### Industrie 4.0 forum in Tokyo

- Tokyo: Nov. 11, 1:30 p.m.-8 p.m. at The Westin Tokyo
- Kyoto: Nov. 13, 1:30 p.m.-8 p.m. at Hotel Granvia Kyoto

The German economic development agency, Germany Trade & Invest, will organize the 10th Japan-Germany Industry Forum 2014 titled "INDUSTRIE 4.0: Smart Manufacturing for the Future" in Tokyo.

Renowned German and Japanese experts from the worlds of industry and R&D will present their positions on the importance of Industrie 4.0 for the future of production, their current and future activities in this field and the necessary requirements for transforming the vision of Industrie 4.0 into reality.

For more information, visit [www.gtai.de](http://www.gtai.de)

vital to traditional industrialized countries.

Within the past year, Industrie 4.0 has become one of the buzz words in Germany. The German government aims at making the country the leading provider of "cyber-physical production systems" by 2020. There has been the establishment of the so-called "Plattform Industrie 4.0" — a

joint effort of three major German industry associations. It works across sectors, combining IT, machines and services and aims at setting standards and developing technologies as well as business models. Both government and industry see enormous economic potential: Germany's industries could create additional value added through Industrie

4.0 of up to €267 billion through 2025. Companies could raise their productivity by 30 percent through the use of these new technologies.

But not only in Germany has one grown increasingly aware of the need to evolve industrial production. The U.S. government has spent some \$1.6 billion in 2013 to promote "advanced manufacturing." China is expected to invest over €1.2 trillion over the next three years for the modernization of its industry.

Even if the term Industrie 4.0 is not known in Japan, the technologies and issues associated with it have become a hot topic here as well. Germany and Japan have been latecomers of the first and second industrial revolutions, meaning the introduction of the steam machine, mechanization and mass production. In contrast, mastering the third installment — computerization and automation — made them global leaders in this respect. Today, with the fourth revolution at the gates and an ever growing global competition, both Japan and Germany will have to be front runners from the start.

There is no doubt that in shaping this next stage of industrial production Japanese and German companies as well as business locations will be competitors in many cases. But to be successful, more and more decision makers understand there is a need for open innovation — that is to think out of the box as well as out of one's country borders to pursue international networks and exchanges of experience. This includes not only busi-

ness-to-business and business-to-government relations, but business-to-science relations as well. Between Germany and Japan there is particularly elevated potential for cooperation in this sense.

To successfully realize this cooperation potential, certain conditions need to be given, including openness, mutual interest, a readiness to engage in dialogue and, in many cases, a reliable framework of common norms and standards.

### Congratulations

to the People of Germany

on the Occasion of

the 24th Anniversary of  
the Day of German Unity

Mitsubishi Corporation

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