

Message from the New President of the JBCE (Mr. Reinhart of Panasonic Europe)

It is a great honour and challenge to succeed Mr Tokumasu as the new President of the JBCE. Since its foundation in 1999, the JBCE has positively contributed to EU public policy and has increased the influence of European industry with Japanese roots.

In my function as the new President of the JBCE I will continue to further deepen the good relationship between the JBCE and the European institutions and support the JBCE in its different policy areas.

Environment and CSR

Currently, both environment and CSR are 'hot topics', both in the EU and on the global level.

In its Environment Committee the JBCE is, among other things, tackling the ongoing developments regarding the Energy-using Products Directive (EuP) and the Energy Efficiency Labeling Directive and is actively following the upcoming debate on Sustainable Consumption and Production (SCP), which will no doubt involve us in a dialogue with the EU.

The JBCE has acknowledged the importance of CSR and established its CSR Committee in 2003. The JBCE has established a close relationship with the leading European business network on CSR, CSR Europe, and has also contacted the European Parliament regarding CSR issues. Japanese industry can contribute to the future direction of European CSR policy and should actively participate in shaping the EU CSR roadmap.

Personal History

I was born in 1946 and have been working for Panasonic in Europe since 1988 when I became Managing Director of Matsushita Audio Video GmbH in Germany.

In 2001 I became the President and Chief Operating Officer (COO) of Panasonic Europe Ltd. I also serve as Executive Officer and am the first European mem-

ber of the board of Matsushita Electric Industrial (MEI) in Japan, a position I have held since 2004.

My relationship with Panasonic can be traced back to 1983 when I took over the management of the joint venture between Matsushita Electric and Bosch, Matsushita Bosch Video. My career started when I joined the Bosch Group in 1972 after graduating from Bielefeld University (Germany) with a degree in Business Management.

I hope that the coming year will be another active and productive year for the JBCE and that we will continue to successfully promote in the European institutions the interests of Japanese businesses in Europe.

As the new President of the JBCE, I will be happy to support you in your efforts and look forward to working with you



The Annual General Assembly Meeting of the JBCE was held on 19 June 2008 at the office of the JBCE in Brussels. The meeting was called to order at 14:30 under the chairmanship of Mr K. Fujii. Based on the attendance sheet and proxies signed up prior to the meeting, it was acknowledged that the meeting had been duly convened in accordance with the law and the articles of association.

**During the meeting,
the following items were discussed:**

"New President, Secretary General and Directors"

The meeting unanimously appointed the following as new President, Secretary General, and Directors.

- Mr Joachim Reinhart – President
- Mr Takuya Fukumoto – Secretary General
- Mr Toshiyuki Mori - Director
- Mr Hiroyuki Nozaki - Director
- Mr Shunsuke Nonami - Director

"Annual Action Plan"

The following JBCE 2008 action plan was approved by all member companies, and financial resources have already been allocated.

Environmental policy

- Lobby on the implementation of REACH by communicating with the Competent Authorities (European Commission, ECHA, and member states). Lobby and forge alliances within industry on practices concerning both registration and notification by collaborating with relevant work bodies such as the JGPSSI, IMDS, and JAMP.
- Lobby on EuP implementing measures and working plan by influencing the consultation forum and European Commission.
- Lobby on the RoHS review including categories 8 & 9, new substances to be regulated, and exemption review. Monitor enforcement activities of member states.
- Lobby on the WEEE review.
- Monitor regulations and activities which are linked with existing agendas such as the review of the End of Life Vehicles Directive.

Information society

- Monitor IP-related issues such as copyright levies. Consider lobbying on RFID.

Corporate social responsibility (CSR)

- Monitor new developments concerning CSR activities such as that of CSR Europe.
- Monitor MEPS' activities and if necessary help to coordinate their actions, such as the EU-Japan business conference.
- Conduct a survey on diversity issues (including the gender issue) and SRI in Europe.
- Contact and dialogue with CSR-related organisations.

Standardisation and conformity

- Monitor all issues within this policy area.

Trade

- Analyse issues and lobby for an Economic Integration Agreement (EIA) between Europe and Japan, which was agreed at EJBDRT, by influencing the European Commission, European Parliament, and trade associations (EICTA etc.).
- Analyse issues and lobby for an EU-ASEAN Free trade Agreement (FTA) and EU- South Korea FTA.
- Lobby on trade security policy issues.
- Lobby on IPR issues such as an international treaty on enforcement.

Corporate policy

- Provide position paper to EJBDRT as and when necessary.
- Lobby for items which were approved at EJBDRT by collaborating with BusinessEurope and the EBC (European Business Council).

Corporate policy area

- Monitor all issues within this policy area

The meeting approved all items unanimously, closed at 15:30, and signed a correct and complete record of the meeting.

JBCE: An ever-growing association

On 1 July 2004, my aeroplane touched down at Brussels airport. More than four years have passed since then, but before leaving Brussels I would like to share this short summary of my reflections in five points.

Firstly, the role of the JBCE as a trade association has evolved as its surrounding circumstances have also changed dramatically. As a result, issues have become more technical, and more coordination has been required.

Before I came to Brussels, the main issue for the JBCE centred on European environmental issues such as WEEE, RoHS, and EuP, and the same issues are being discussed in the JBCE today. However, the content is different, and past discussions were more conceptual, which was not easily understood by our members' headquarters in Japan.

That is why the JBCE was expected to have a unique opinion which could not be delivered by the trade associations in Japan, and therefore the JBCE did not have to coordinate to a great extent. However, after the content became detailed and technical, more and more trade associations and companies became interested. The JBCE had to have closer communication with related trade associations in

Japan whilst at the same time retaining its independence, an example being the RoHS exemption issue.

The activity of the JBCE as a European stakeholder was sufficiently established, and its independence was recognized by the headquarters in Japan. However, the JBCE had to communicate with related trade associations in Japan, because Japanese companies sell identical goods globally, and therefore technical discussions between the JBCE and other trade associations in Japan had to be consistent. In some cases, our members' headquarters in Japan had misunderstood European environmental concerns (for example, they wanted to introduce more industrial viewpoints, such as costs) and we had to lead them in the right direction.

Secondly, more careful communication within the "JBCE team" was required in order to carry out effective lobbying activities on such detailed issues. "Internal" communication within member companies is not enough. "External" exchanges of opinions, both among member companies and between Japanese and European representatives, became very important. As the issues for the JBCE became ever more complicated and detailed, more and more people had to be assigned to cover the issue. Several Japanese environmental professionals were sent to Europe to improve communication. At

the same time, more involvement from European lobbying professionals became essential because reading the complex political context and understanding EU social concerns are very difficult for Japanese people who live in Japan or who are only in Europe on a temporary basis. In addition, based on the detailed concerns of member companies, the JBCE established several working groups (WG) under the environmental committee, RoHS category 8 & 9 WG and air-conditioning WG being examples. Those groups focused on their specific areas in order to realise their proactive goals.

Thirdly, member companies' competition issues came to the fore when engaged in trade association work, the RoHS exemption being a typical example. Although once companies agreed to request some RoHS exemptions, it does not necessarily mean that they will not withdraw their request at some point in the future. If the situation (including the political context) is not clear, the development of alternative technology, which will be contradicted with trade association work, may be accelerated. Additionally, the companies were under pressure from civil society. Thus, handling the association work became more difficult. We tried to uphold our reputation through sharing information on the development of alternative technology, which in many cases is confidential, with authorities.

The fourth point is the expansion of membership. European environment issues cover more than just one sector. Historically, JBCE activities started from WEEE and RoHS which focused on the electrical and electronic sector. However, we now have to cover horizontal

issues, of which REACH is a good example. In the last four years we have invited more members from the chemical and automotive industries to become members. Exchanges of opinion among different industrial sectors became the JBCE's strength because of the better mutual understanding and coordination, even though there was a potential conflict of interest. Other potential areas of involvement are RoHS category 8 & 9 and the EuP working plan.

Fifthly, JBCE activities have increasingly expanded. Initially, the JBCE mainly focused on the environmental sector, but in the last few years trade policy has become much more important. Recently, the Economic Integration Agreement (EIA) between the EU and Japan has been a hot topic for discussion, and the JBCE decided to engage in some proactive work. Because the JBCE is a European association we can easily share the concerns of European companies. Indeed, the JBCE can be seen as the "bridge" between European and Japanese industry and should be able to continue this good coordination work.

These points demonstrate that the JBCE is moving into the new stage. Hence, I strongly believe that the JBCE will successfully adjust itself to the dramatic changes taking place within its surroundings.

Nobuyuki Hiratsuka, Former Secretary General.

JBCE Symposium Highlights Environmental Contribution of Japanese Business in Europe

On 12th February the JBCE hosted a Symposium entitled "Making the EU Economy more Environment Friendly - What are the contributions of Japanese Business in EU society?"

The event took place at the Renaissance Hotel in Brussels and assembled more than 100 stakeholders from the European Parliament and European Commission, as well as journalists, industrial associations, and diverse members of the JBCE. The Symposium aimed at presenting views and ideas from Japanese business on ways to improve the environment for both EU society and its citizens and incorporated an open discussion in a relaxed and informal atmosphere over dinner and drinks.

The Symposium was opened by the President of the JBCE, Mr Yasunori Tokumasa, who gave a welcoming speech and was immediately followed by the keynote speech from the Vice-President of the European Commission and Commissioner for Industry, Mr Günter Verheugen. His keynote speech invited many questions from the audience, and there was a lively exchange of views and opinions.

The Symposium was supported by the presence of the Japanese Ambassador to the European Union, Mr Takekazu Kawamura, underlining the close collaboration between the JBCE and the Japanese Mission to the European Union in Brussels. Presentations by Japanese business covered the following themes, with each presenter giving their own ideas and views based on their experience:

1. Towards sustainable technology in the transport sector - developing trains with lower CO₂ emission (Hitachi).
2. Innovative design for recycling and recycling technologies (Canon).
3. Innovative CO₂ emissions reduction activities in the ICT Industrial Supply Chain- A major contribution to making European Business more sustainable (Ricoh).

In addition to these presentations, there was space assigned for 6 poster presentations for JBCE key member companies to introduce their own unique and advanced technologies and ideas such as:

1. Screening for RoHS compliance (Horiba, JEOL, Shimadzu)
2. Home heating and cooling solutions (Daikin)
3. Commitment to EV/HV Technology (Denso)
4. Eco Ideas Declaration (Panasonic)
5. The HIT photovoltaic Module-A solar power generation technology for our society (Sanyo)
6. Cycling: a smart way to move (Shimano)

The Symposium concluded with a buffet and drinks, which allowed participants to network in an open and friendly atmosphere.

Through this Symposium the JBCE hopes that Japanese industries based in Europe will be able to more actively promote our mission in Europe and enable better communication and cooperation with decision-makers and stakeholders.



JBCE Profile



The Kanji character on the left side means Europe. The colour of the logo was chosen from the national flag of Japan.

JBCE Mission

The Japan Business Council in Europe was founded in 1999 as the representative organisation for Japanese companies operating in the European Union.

The JBCE's key objective is to contribute to EU public policy issues in a positive way, drawing upon the experience gained in Japan and other countries and utilising the expertise developed in specific fields, such as environmental protection and technological innovation.

The JBCE welcomes the support provided by EU Member States to Japanese investments, and wishes to put forward the views of its members on legislative issues currently under debate and on the public policies issues which will shape the years to come.

The JBCE wishes to become one of the business-based organisations contributing to the achievement of EU goals in areas such as competition, research and development, full employment and environmental protection.

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Please visit our homepage (www.jbce.org) for more information. If you would like information on how to join us, please contact us.

JBCE Member Companies

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| AGC Chemicals Europe, Ltd. | Mitsui & Co. Europe Plc. |
| Ajinomoto Europe S.A.S. | Nagase (Europe) GmbH |
| Alpine Electronics (Europe) GmbH | NEC Europe Ltd. |
| Canon Europa N.V. | NGK Spark Plug Europe GmbH |
| Casio Electronics Co. Ltd. | Nippon Express (Deutschland) GmbH |
| Citizen Systems Europe GmbH | Nippon Steel Corporation |
| Daikin Europe N.V. | Nissan Motor Manufacturing (UK) Ltd. |
| Daiso Co., Ltd. | Belgian Branch |
| Denso Europe B.V. | Noritsu Koki Co., Ltd. |
| DIC Holdings B.V. | Omron Europe B.V. |
| Epson Europe B.V. | Panasonic Europe Ltd. |
| Fuji Electric Holdings Co., Ltd. | Pentax Europe GmbH |
| Fuji Film Europe GmbH | Pioneer Europe N.V. |
| Fuji Xerox Co., Ltd. | Ricoh Europe B.V. |
| Fujitsu Ltd. | SANYO Europe Ltd. |
| Fujitsu General (UK) Co., Ltd. | SCAS Europe S.A./N.V. |
| Funai Europe GmbH | Sharp Electronics (Europe) GmbH |
| Hamamatsu Photonics K.K. | Shimadzu Europa GmbH |
| Hitachi, Ltd. | Shimano Europe Holding B.V. |
| Horiba, Ltd. | Shiseido International Europe S.A. |
| Ikegami Electronics (Europe) GmbH | Sony Europe, Brussels Office |
| JEOL (Europe) B.V. | Sumitomo Chemical Europe S.A./N.V. |
| JT Capital (U.K.) PLC | TDK Electronics Europe GmbH |
| Kawasaki Heavy Industries (UK) Ltd. | Teijin Holdings Netherlands B.V. |
| Komatsu Europe International N.V. | The Tokyo Electric Power Company |
| Konica Minolta Business Solutions Europe GmbH | Tokyo Electron Limited |
| Kyocera Mita Europe B.V. | Toshiba of Europe Ltd. |
| Kyowa Hakko Europe GmbH | TOSOH EUROPE B.V. |
| Matsushita Electric Works Ltd. | Victor Company of Japan, Ltd. |
| Mitsubishi Corporation European Corporate Centre | Yamaha Music Holding Europe GmbH |
| Mitsubishi Electric Europe B.V. | Yamatake Corporation |
| Mitsubishi Heavy Industries Europe Ltd. | Yazaki Europe Limited |
| | Yokagawa Europe B.V. |

JBCE Organization

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| President | Joachim Reinhart, President and COO, Panasonic Europe Ltd. |
| Secretary General | Takuya Fukumoto, JMC |
| Vice-Chairmen | Toshiyuki Mori, Canon Hiroyuki Nozaki, Fujitsu Ken Abiko, NEC Ko Takahashi, Hitachi |
| Treasurer | Ko Takahashi, Hitachi |
| Board of Directors | Toshiyuki Mori, Canon Hiroyuki Nozaki, Fujitsu Ko Takahashi, Hitachi Joachim Reinhart, Panasonic Ken Abiko, NEC Shinichi Ogura, Sharp Kinko Tsuji, Shimadzu K. Roger Vercammen, Sony Shunsuke Nonami, Toshiba |
| Committees | Chairpersons |
| CSR | Yukako Kinoshita, Hitachi |
| Planning | Kenji Fujii, Panasonic |
| Public Affairs | Ken Abiko, NEC |
| Consumer Policy | Toshiyuki Mori, Canon |
| Corporate Policy | |
| Environment | Lars Brückner, NEC |
| Information Society | Hiroyuki Nozaki, Fujitsu |
| Standards & Conformity | Kinko Tsuji, Shimadzu |
| Trade Policy | Kenji Fujii, Panasonic |