

# ***EBC E-NEWS BULLETINS***

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*This e-News Bulletin is available on the EBC website and printouts are displayed in the EBC office.*

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## ***From the Secretariat***

Although we are already well into the year 2003, this year hopefully will be as successful as the last (or even more successful!). This can only be achieved with your input, and continued support. We look forward to your close cooperation once again!

The Secretariat recently completed the process of confirming committee membership intentions for 2003. The small number of committee members who did not return their reply forms, even after several reminders, have been registered as retaining their membership under their existing category. Invoices have been sent to the various Chambers of Commerce and Business Associations, which are now in the process of sending an invoice to each member. The EBC would appreciate prompt payment, because our funds are limited and reduced this year relative to 2002. Therefore, we need your cooperation if we are to continue functioning smoothly and effectively!

## ***EBC Chairman Meets with Prime Minister Koizumi***

On January 17th a very small group of businessmen led by Richard Collasse, attended a luncheon with Prime Minister Koizumi to allow the European Business Community to express its views on FDI. This luncheon was initiated by the Ministry of Foreign Affairs and METI.

Prime Minister Koizumi stressed the importance of welcoming more foreigners into Japan. He highlighted the fact that more than 17 million Japanese travel overseas each year, yet in contrast, less than 5 million foreigners come to Japan. He promised to advise Japan's lawmakers that Japan needs a plan to double the number of visitors to Japan in the coming years. The overall atmosphere of the meeting was friendly and relaxed, with Prime Minister Koizumi listening carefully to the message being conveyed by the European Business Community.

Richard Collasse has now been invited (once again because of efforts that have been made on EBC's behalf by the Ministry of Foreign Affairs) to attend the Emperor's Garden Party on the 17th of April.

According to the Ministry of Foreign Affairs the EBC Chairman's participation in this event will contribute to strengthening the friendship and cooperation between the EBC and the Japanese government.

We will give you an update on this visit in our next e-News bulletin!!

## ***Formation of EBC Retail Committee***

Recently, we sent you an e-mail message concerning the formation of an EBC Retail Committee. There has been some initial interest expressed and the EBC secretariat will establish a committee and assist with the initial stages of its activities. We will follow-up in the near future with the companies that have registered interest. It is not too late to contact us if you would like to be included in the new committee.

Some of the issues to be addressed by a Retail Committee would likely include retailing permits, retail licensing requirements, investment related issues, parallel imports, costs and inefficiencies of distribution, labeling issues, testing procedures and so on. Once established, the committee would prioritize issues brought to the table by the members and work on an action plan to contribute to resolving problems. Please note that it is not too late if you, or a member of your company would like to join a start-up EBC Retail Committee, please indicate your interest by e-mail (by replying to [ebc@gol.com](mailto:ebc@gol.com) or [ebcam@gol.com](mailto:ebcam@gol.com))

## ***Formation of Investment Committee***

Currently the EBC Secretariat is exploring the feasibility of forming an Investment Committee. A possible Chairman for this Committee has already been identified and we will send a message to all EBC members to recruit members in the near future. The concept underlying the establishment of this committee is as follows:

Possible objectives and activities are to:

- Help European Business to actively participate in the discussion and capitalize on the opportunities associated with the impending drastic increase in Foreign Direct Investment.
- Link the recommendations and requests from the specialized committees into an integrated investment strategy of the EBC.
- Develop European solutions for overcoming the debt crisis with the help of European investment.
- Serve as a steering committee for the EBC Chairman in support of the EU-Japan Business Dialogue Roundtable.
- Create a forum of discussion and definition of the "EBC position" on the investment policy of Japan, integrating recommendations of specialized committees into one concept.
- Coordinate and define the European position in all contacts with Japanese authorities on investment policy etc.

If you are interested, you are invited to submit a preliminary expression of interest to the EBC (by sending an e-mail to [ebc@gol.com](mailto:ebc@gol.com) or [ebcam@gol.com](mailto:ebcam@gol.com))

### ***EU-Japan Business Dialogue Roundtable***

The EU-Japan Business Dialogue Roundtable (EUJBDRT) will be held in Brussels on the 27th and 28th of May 2003.

Richard Collasse is the Co-Chairman of working party 1: "Creating an Open Environment for Trade and Investment" Richard Collasse's Japanese counterpart will be Mr. Katsuhiko Honda, president of Japan Tobacco Inc. EBC's Policy Director has started work on the draft submission for the European side of working party 1 in collaboration with the Japanese secretariat for WP1. We would also like to thank the European Chambers of Commerce and Business Associations who have been assisting the EBC in recruiting new members for the EUJBDRT!!

### ***Upcoming meetings of the EBC Chairman***

Richard Collasse has been making and will continue to make presentations about the EBC and the strategies need to raise European FDI in Japan to various groups of people. We have listed a few of his upcoming meetings below:

- On April 14, he will make a presentation to the Keizai Doyukai at a meeting of approximately 80 Japanese senior corporate executives on the topic of European Investment in Japan and the EBC.
- On April 15th he will deliver a presentation on the EBC for the German Chamber of Commerce in Japan.
- In the relatively near future he will speak about the EBC in a combined European Chambers event, which will be organized by the BLCCJ for those Chambers that have not yet had the opportunity to hear Richard's lively and entertaining presentation.
- Richard recently made a presentation in Paris to the Paris Chamber of Commerce on the topic of Europe in Japan and the EBC.

### ***Current Committee-Related Activities***

**EBC Food Committee:** The MHLW submitted a set of 46 food additives to the Food and Sanitation Council on Dec 19th for "priority" consideration for addition to Japan's food additive list. For the most part, these additives line up with the EBC priorities (though a number of EBC requests were ignored). The EBC Food Committee Chair, Andy Mankiewicz, and EBC's Policy Director, Casey Sedgman, have been meeting with consumer groups (Shodanren, Co-op) to gauge their support for reforms to Japan's food regulations (and food additives in particular). The goal is to have these food additives passed through the tests and approved as soon as possible.

**EBC Asset Management Committee:** Committee Chairman, Richard Mountford, reports that we are likely to see complete access to Yucho and Kampo funds as a result of bills currently being considered by the Diet. This item has been a top priority for this committee's activities. The committee recently delivered three position statements to the Financial Supervisory Agency on issues of concern - single regulator, offshore funds and dealing for affiliates. These can be found on the EBC website <http://ebc-jp.com> under "[Position Statements](#)"

**EBC Banking Committee:** Late last year, the former EBC Banking and Securities Committees merged to form a single Banking

Committee with the primary objective of promoting universal banking in Japan. The first activity as the newly merged committee was to visit the Deputy Commissioner for International Affairs at the Financial Supervisory Agency on February 12th.

**EBC Telecom Carriers Committee:** The committee has a new Chairman, Manuel Ceva (President of Equant), replacing Lisa Suits (Cable& Wireless) who has returned to London. The committee recently held a meeting at which a representative from the Ministry of Public Management, Home Affairs, Posts and Telecommunications discussed the planned new Telecommunications Business Law.

**EBC Cosmetics Committee:** Mr. Yukihiro Yamada (Chanel) has taken over chairmanship of the Cosmetics Committee, replacing Lionel Requillart, who has returned to France.

**EBC Legal Committee:** Committee Chairman, Michael Hancock reported at the recent EBC Council-Committee Chairmen meeting that the Japanese government is introducing a bill designed to allow Japanese and registered foreign lawyers to form partnerships that will eliminate the restrictive designated joint enterprise system. The bill was adopted by a cabinet decision on March 14. The bill is expected to allow Japanese and registered foreign lawyers to provide integrated advice to clients on cross-border issues. We understand there is still room for further improvement of the system, but the move can be regarded as a breakthrough.

**EBC Automobile Committee:** Committee Chairman, Richard Murray, reported at the recent EBC Council-Committee Chairmen meeting that the relationship between the Japan Automobile Importers Association and European Car Producers has been improving recently.

### ***Invitation to "Kyoto Business Supporting Seminar in Tokyo"***

The City of Kyoto has been promoting the creation of new businesses through various activities. As part of these activities, they will now hold the "Kyoto Business Supporting Seminar in Tokyo". In this seminar they will introduce five high promising venture enterprises. These enterprises wish to expand their business and are currently looking for business partners. During this seminar foreign companies will have an opportunity to have meetings with these five promising venture enterprises.

Date: March 24, 2003, 13:00-17:30, Fee: Free

Place: ANA Hotel Tokyo

Language: Japanese-English simultaneous interpretation.

If you would like to attend this seminar, or have more information, please contact the Kyoto Industrial Promotion Center Corp. at [mykjigyo@miyakomesse.jp](mailto:mykjigyo@miyakomesse.jp)

### ***EBC White Paper 2003***

The EBC aims to produce another White Paper this year and is planning to issue it around the October/November period. The format will likely be the same as in previous years, although we are considering taking a "checklist" approach that compares present and past submissions to identify progress and highlight the issues that have been resolved and those that have not.

As in previous years, we will again seek your support, by contributing to the White Paper both intellectually and financially! Without extra funding in the form of sponsorships and orders, it is impossible for the EBC to produce this hallmark publication. We will send you more information regarding the relevant outreach in due course.

### ***EBC Web Site***

This year, for various reasons, including withdrawal of the CLEPA presence from Japan (for which we were receiving a sizable representational fee), we have substantially less income (by several million yen) than last year. Therefore we are looking for practical ways to augment our funding to cover this deficit in the current year, so that EBC's activities and growing profile can remain unaffected.

To give companies (members and non-members) the opportunity to use the EBC website for their promotion, and at the same time provide the organization with much needed financial support, the EBC is offering companies spaces to place their hyperlinked logos on the EBC website for a monthly fee. The EBC site has a good hit rate (with some 350 hits in the 4 days since we started counting on March 14) and this has been evidenced by the high volume of unsolicited e-mail messages received by the EBC Secretariat from visitors to the site.

As we have no alternative but to earn the funds we desperately need, we wholeheartedly urge you to support the EBC in this way. The EBC Secretariat will send all members a detailed message about this opportunity in the near future, but if you would like more information in the meantime, please contact the EBC Secretariat at [ebc@gol.com](mailto:ebc@gol.com)

The website is currently undergoing reconstruction, but please take a look at our revitalized site at <http://www.ebc-jp.com> Please note that we have almost completed the task, but it is still a work in progress so check back again soon (colours and layout are still undergoing change).

***Economist Conferences to hold their Second Roundtable on Branding in Japan: May 28th, 2003***

**-EBC to receive one free seat-**

The Economist Conferences are holding their second "Roundtable on Branding in Japan" on May 28th, 2003 at the Four Seasons Hotel in Tokyo. Confirmed speakers include: Michael O. Johnson, President, The Walt Disney International, The Walt Disney Company; Peter Maslen, President, Starbucks Coffee International; John Elkins, Chairman and Chief Executive Officer, FutureBrand Worldwide; Kevin Allen, Executive VP, Director of Corporate Development, McCann-Erickson WorldGroup; Hotaka Katahira, Professor of Economics, Tokyo University; Yoshikuni Hirose, Professor of Accounting, Waseda University.

For further information and registration, please visit: [www.economistconferences.com](http://www.economistconferences.com)

Under an agreement with The Economist Conferences, one company nominated by the EBC can send a representative to the Branding Roundtable free of charge. Any company interested in attending as the EBC-nominated participant, is asked to notify the EBC Secretariat at [ebc@gol.com](mailto:ebc@gol.com) before March 31st, 2003. A name will be "drawn out of a hat" by the EBC Chairman at the next Executive Operating Board meeting (April 10) from those submitted.

The Economist Conferences event schedule for the year 2003 is:

- Third International Japan Automotive Roundtable, July 16th
- Fourth Roundtable on Healthcare in Japan, September
- Seventh Roundtable with the Government of Japan, November

For further information on this schedule, please visit the Economist Conferences website at [www.economistconferences.com](http://www.economistconferences.com)

***EBC Motto for 2003***

Unlike many Japanese companies, the EBC does not have a tradition of creating an annual motto to guide us through the year. Anxious to make up for this deficiency, I have decided, somewhat lightheartedly, to set the following motto for the current period and have put it on the website:

**EBC Is What We Make It**

Best Regards  
Alison Murray  
Executive Director  
European Business Community in Japan