

# The Japan Times

# EU Special

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## EU continues commitment to security and peace

28-member union faces most serious challenge since its inception

Hiroyasu Yamazaki  
SPECIAL TO THE JAPAN TIMES

The European Union is now at its most critical stage ever. It is facing what European Council President Herman Van Rompuy has called "a disgrace in the 21st century."

The Ukraine crisis has brought the EU's raison d'être into the spotlight. Van Rompuy condemned the Russian annexation of Crimea as illegal, which underscores the significance of the crisis. The principles of nonaggression and territorial inviolability that underpinned peace in Europe following World War II have all but fallen apart.

Former European Parliament President Pat Cox emphasized the gravity of the situation, saying, "Europe thought it had settled the issue of territorial integrity in the 20th century, but Russia's annexation of Crimea shows it's not the case."

The year 2014 will be a historic one in which the EU has the chance to prove its true value to the world by demonstrating its ability to tackle the Ukrainian issue. Over the past few years, the EU has been working to handle various financial crises. To deal with the situation in Ukraine, it will have to take geopolitical factors into account, and promote and deepen its philosophy of integration in a concrete manner.

This is also the final year of European Commission President Jose Manuel Barroso's term in office. Last September, in a speech to the European Parliament, he said measures to prevent the worsening of the financial crisis had worked and the European economy was showing signs of recovery. As a sign of continued confidence in the EU despite the crisis, Latvia introduced the euro single currency in January this year, bringing the total of eurozone countries to 18. Barroso added that the EU now needs to step up measures to increase youth employment as part of its growth strategy.

However, the picture is not all roses for the European economy. According to an estimate by the European Commission in February, the gross domestic product of the 17 eurozone countries in 2013 probably fell 0.3 percent compared to the previous year, marking the second consecutive annual contraction. The unemployment rate in the eurozone was estimated at 12.2 percent last year, the worst since the launch of the euro in 1999.

It is against such a troubling background that the European Parliament will hold its next elections from May 22 to May 25. Through these elections, vot-

ers will hand down their verdict on key policies implemented by the Barroso Commission. It is the first election since the Treaty of Lisbon, which forms the constitutional basis of the EU, entered into force in December 2009 and will be a game-changer in some ways. These polls will be the first step toward the selection of the new EU leadership that will take charge by the end of this year and will steer it until 2019. For the first time, the newly elected parliament will have a decisive say, first on the choice of the president of the European Commission, and then on the college of European commissioners, in other words on the composition of the EU's executive. When the heads of state and government of the EU member states (the European Council) convene after the polls,

### The EU must now use its experience to overcome the current crisis, as its philosophy of integration that contributes to peace and stability has fallen under scrutiny.

they will be obliged by the treaty to 'take into account' the election results when proposing their candidate for European Commission president to the parliament, and this candidate must be endorsed by the legislature.

However, the EU is facing a backlash as European citizens suffer from years of austerity measures amid sovereign debt crises, and anti-EU ultra-rightist groups are likely to gain seats in the parliament. A challenging situation lies ahead for the EU leadership.

Challenges are not limited to those within the EU's borders.

In a speech last September, Barroso said, "We all need a Europe that is united, strong and open," and called for further unity. He stressed that EU enlargement has been a success, and that the European Neighborhood Policy (ENP), hatched in 2004 and covering 16

countries around the EU including those in North Africa, the Mideast and the Commonwealth of Independent States (CIS), is the best way to ensure regional security. The EU views the ENP as being essential to realize peace and stability beyond national borders, and while it may be difficult for EU citizens to recognize its importance, people outside the EU undoubtedly view this policy as a very important achievement.

The EU strategy for neighboring countries is now being challenged by the Ukraine crisis. The ENP is not meant to be a barrier separating EU members from non-EU states but rather to broaden areas of collaboration, promote democratization and liberalization of markets and ensure regional security through dialogue. It is the very concept that embodies an open Europe.

In line with moves for greater security in its neighborhood, the EU established the Eastern Partnership (EaP) in 2008, following the initiative of Poland and Sweden, which covers Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine. The idea behind this concept is to build close cooperation with these countries by considering their unique regional and historical situations, which are different from those of the countries around the Mediterranean.

The direct trigger to form the EaP was Ukraine's so-called 2004 Orange Revolution, which led to the birth of a pro-EU government. This brought about the necessity for the EU to further support Ukraine and work toward regional stability. Since the first EaP summit in Prague in 2009, such meetings have been held every two years, with Warsaw hosting in 2011 and Vilnius in 2013.

As part of its various policy dialogues with the EU, Japan is also supporting Ukraine and its neighbors and helping to strengthen collaboration among them via official development assistance and other measures. For example, Japan has sent election monitors to Ukraine and other countries and encourages dialogue among countries in the region in a bid to promote human rights and the rule of law. To help liberalize markets, Japan has assisted in expanding an international airport in Kiev and is working to promote clean energy in Georgia, among other projects.

In October last year, just before the Vilnius EaP summit, Japan held the "Symposium on Japan-EU Cooperation: EU Eastern Partnership and Security Situation in East Asia," in which the EaP and security in East Asia were discussed.



A banner reading "89-04, May 9 Europe Day" in memorial of the fall of the Berlin Wall in 1989 and 10 countries joining the European Union in 2004 is on display in front of the European Commission headquarters in Brussels, Belgium. EUROPEAN UNION

The security we all desire would be within grasp if countries deepen their understanding of the interests of other states, and the continuation of such dialogue, thanks to the various EU frameworks, can only be encouraged.

On the occasion of the EaP summit in Vilnius in November 2013, Ukraine and the EU had planned to sign an association agreement, which was to be a major milestone for bilateral cooperation. But the signing was canceled when Ukraine completely reversed its position.

This cancellation manifested complex geopolitical factors surrounding Ukraine, a major regional power sandwiched between two bigger powers: Russia and the EU. It has been widely reported that pressure from Russia was the reason for Ukraine's last-minute pull-out, which outraged pro-Ukrainians who were seeking true democracy and sparked a series of demonstrations, which led to the ouster of the president in February.

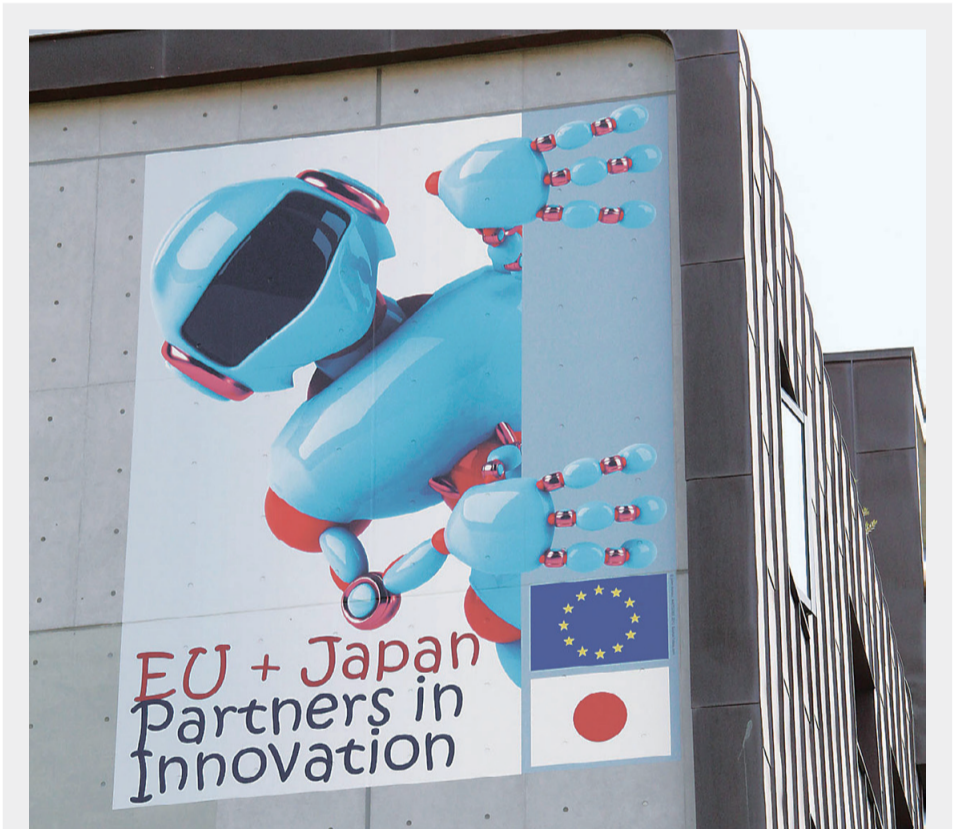
I had the opportunity to watch the Vilnius EaP summit, and although the original goal was not achieved, I was still impressed by the EU's multi-layered approach. The EU headquarters in Brussels is not the only body promoting policies. It should be noted that Lithuania, which at the time held the rotating presidency of the EU Council, demonstrated the EaP's significance and made steady and enormous efforts to realize the signing of the EU-Ukraine association agreement.

It was impressive to see the summit-related meetings, which were coordinated by the host country, involving not only politicians but also academics, activists, students and business professionals who transcended the borders between East and West. The pro-EU movement based on the European aspirations of people in Ukraine stems from their steadfast support for democratization and represents a big achievement.

The EU provides opportunities for multilateral exchanges and dialogues across various levels, regions, generations and other areas. This enables it to set concrete strategic goals, as opposed to mere abstract concepts. Even if it may seem to be a time-consuming process, it will create social consensus that in turn will lead to regional stability. I cannot forget the young people from the EaP countries, who participated in such gatherings, who spoke of the future of their home countries with bright faces and shining eyes. I felt like the EU is a star of hope for them.

Lithuanian President Dalia Grybauskaitė's actions were also outstanding. She met with opposition parties and activist groups of the six EaP countries and told them they needed to make efforts and remain strong to resist pressure from foreign countries. These were basically words of encouragement as the leader of a country that overcame many difficulties and won independence from Moscow before any other republic of the former Soviet Union. Of course, she did not forget to call on Russia to find a "win-win solution" in issues regarding relations with the EU.

Amid political instability in Ukraine, some region-wide groups within the EU,



EU DELEGATION TO JAPAN

### Robot looks toward future of EU and Japan

In February 2014, a cute robot suddenly appeared on the wall of the Delegation of the European Union in Tokyo. The robot is looking around the corner to see what Japan and the European Union can do together in interesting new technologies. But the robot has no name.

An event for children was organized on April 13 at the Tokyo Skytree Town Campus of the Chiba Institute of Technology, where the EU delegation announced the launch of a contest to name the robot. Winners will meet the EU ambassador and receive prizes donated by the National Museum of Emerging Science and Innovation (Miraikan).

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such as the Weimer Triangle — France, Germany and Poland — have played an important role in trying to defuse the situation. The trio supplemented the EU's diplomacy and became widely recognized for their efficient handling of difficult issues. Throughout the ongoing Ukrainian crisis, they have been actively involved in solutions via dialogue and the mitigation of tensions.

The interim Ukraine government has shown itself to be pro-EU, and in response, the EU separated the political and economic chapters of the association agreement and has already signed the former with Ukraine. It also should not be forgotten that the EU already initiated association agreements on a preliminary basis with Moldova and Georgia last fall and the process toward their formal signings is to be accelerated.

Regarding EU enlargement, Croatia joined in July 2013, bringing the number of member countries to 28, while five others, including Serbia, the former Yugoslav Republic of Macedonia and Montenegro are candidate countries. These moves, aimed at helping countries in the Balkans reach higher levels of reconciliation after the civil wars following the breakup of Yugoslavia, show how essential the EU's existence is to the stability of the Balkan Peninsula.

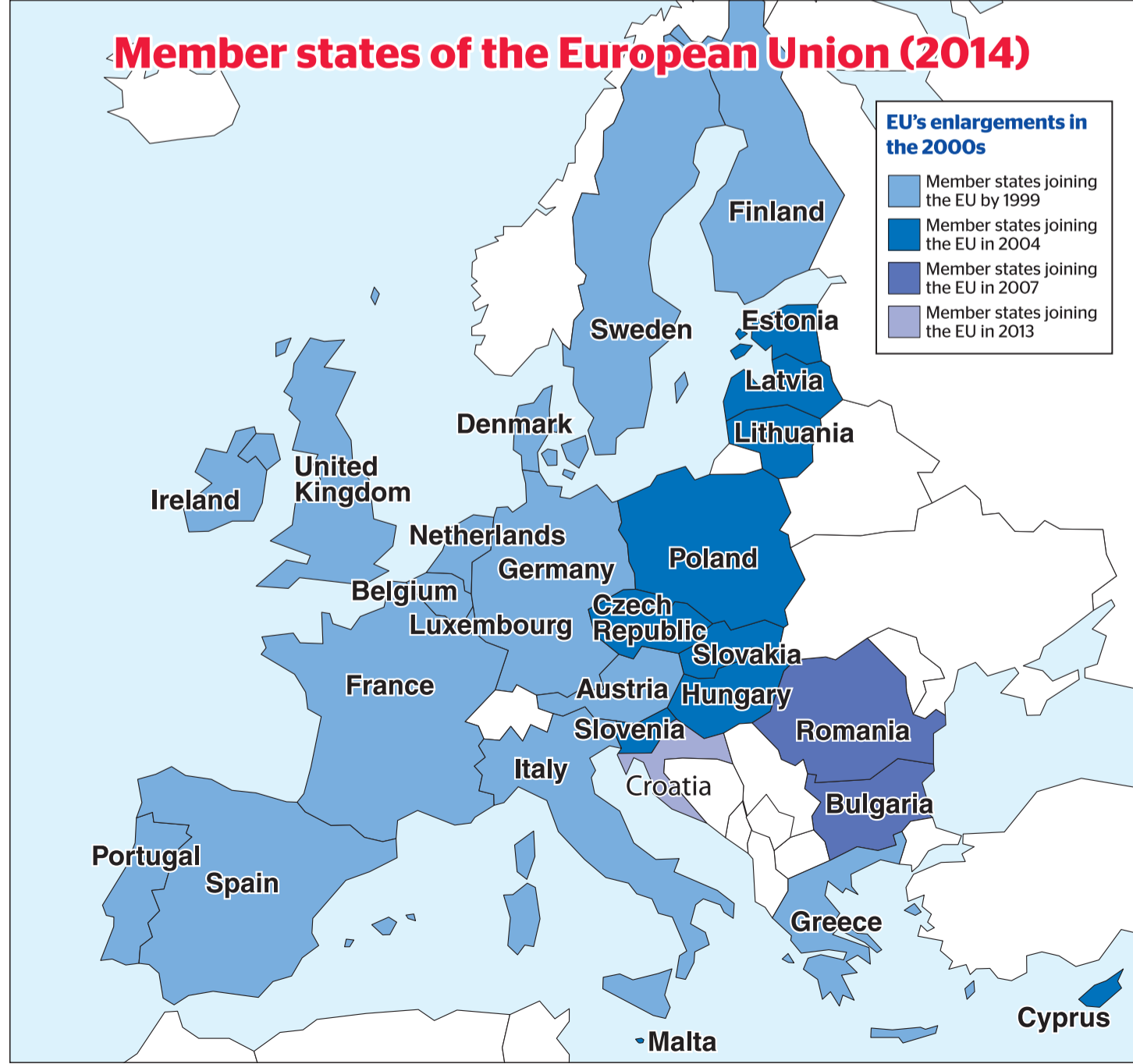
This year is the 25th anniversary of

the collapse of the Berlin Wall, which opened a new chapter of division-free Europe. The crowning moment in this chapter was the accession, on May 1, 2004, of 10 countries — Cyprus, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Slovakia and Slovenia — most of them former countries of the Communist bloc, to the EU. This month marks the 10th anniversary of this historic event.

However, the Ukraine crisis tells us that society in the 21st century has not entirely abandoned the ideology of the Cold War, as the conflict with Russia continues.

The EU was based on the idea of peace in Europe after World War II. For its contribution to the advancement of comprehensive security over six decades, the EU won the Nobel Peace Prize in 2012. The EU must now use its experience to overcome the current crisis, as its philosophy of integration that contributes to peace and stability has fallen under scrutiny.

Hiroyasu Yamazaki, a contributing editorial writer of *Kyodo News*, is a former *Kyodo* bureau chief in Warsaw from 1981 to 1986 and from 1989 to 1993. He also served as *Kyodo* Moscow Bureau Chief from 1995 to 1998.



JAPAN TIMES GRAPHICS



# EU enjoys close ties with Japan

Hans Dietmar Schweisgut  
AMBASSADOR OF THE EUROPEAN UNION TO JAPAN

Today is Europe Day, marking the day in 1950 when then French Foreign Minister Robert Schuman laid out a vision for post-war Europe that was to form the basis of the integrated Europe we know today.

I have just returned from Brussels, where I attended this year's EU-Japan Summit. It was the final stop — and fitting culmination — for Japanese Prime Minister Shinzo Abe's 10-day sweep of Europe during the Golden Week break.

For a few years now, leaders of the EU and Japan have been working to bring the bilateral relationship to a higher level to realize its unfulfilled potential, delivering benefits for all our citizens. I believe this is increasingly becoming a reality. Europe and Japan not only share and uphold values and principles such as democracy, human rights and a rules-based and peaceful world order; we are also stepping up tangible cooperation in areas ranging from trade and investment, to defense and security to innovation and people-to-people exchanges.

After decades, if not centuries, of terrible wars, the nations of Europe — both victors and vanquished — had had enough, and Schuman's call for the joint production and management of the materials necessary for military aggression, coal and steel, bore fruit. In 1952, the European Coal and Steel Community was founded. With six founding members, the ECSC was the first step toward the European integration we celebrate today, whereby in just a little more than six decades, the EU now boasts a membership of 28 countries with a total population of more than 500 million. Our largest enlargement to date was in May 2004, when we welcomed 10 new states into the European family — Cyprus, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Slovakia and Slovenia — and put an end to the post-war division of the continent; we celebrate the 10th anniversary of that historic occasion today as well.

Just as special this year, however, is that we mark the 40th anniversary of the opening of a delegation of what was then the European Communities (EC) here in Japan and which has evolved to



become the Delegation of the European Union with the 2009 Treaty of Lisbon. The 1970s were trying times for bilateral relations between Europe and Japan, as both were affected by the negative impact of the oil shock of 1973. At a time when Europe was facing difficult structural issues in its economy, Japan was increasingly being accused of vigorously promoting its exports while at the same time keeping its market closed, resulting in what Europe and other trading partners saw as an unhealthy trade surplus. As a result, the main focus of bilateral negotiations between Europe and Japan back then was how to deal with trade frictions.

**'Best of all perhaps, people-to-people contacts between the EU and Japan are steadily increasing.'**

HANS DIETMAR SCHWEISGUT

It was against such a backdrop that the Delegation of the EC in Japan was established in Tokyo's Chiyoda Ward in July 1974.

In March 1978, the EC and Japan issued a joint statement after consultations in Tokyo on the measures to be taken to correct or at least mitigate the impact of Japan's trade surplus. The statement was regarded by European leaders "as a first step," but the trade imbalance was not corrected as swiftly as they would have liked.

During the 1970s and 1980s, efforts were made not only to correct the trade imbalance — Japan agreed to various voluntary export restrictions, while ac-

tions were taken to spur imports of European products into Japan — and also to broaden industrial cooperation with the launch of the Executive Training Programme by the European Commission in 1979 and the creation of the EC-Japan Centre for Industrial Cooperation in Tokyo in 1987. More exchanges among academics, journalists and researchers were actively encouraged.

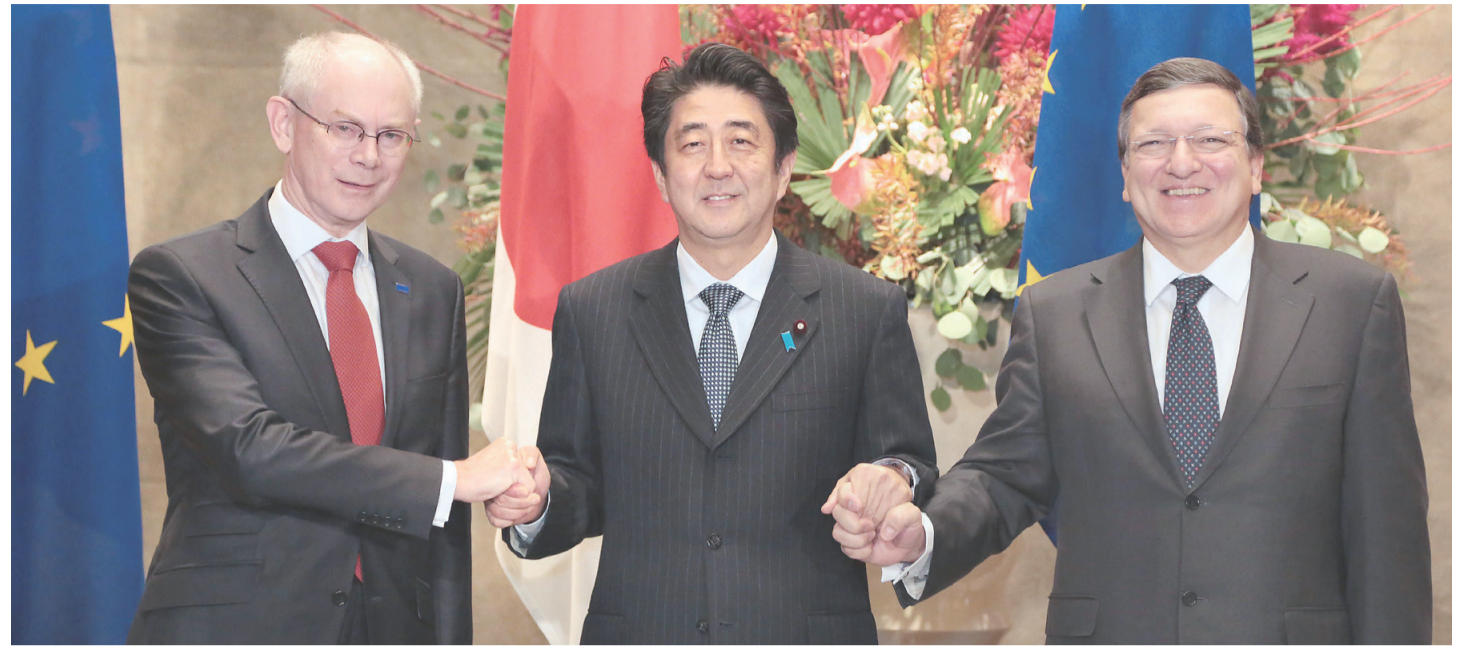
Bilateral ties strengthened in the 1990s after a series of European Treaties, notably the Single European Act and the Maastricht Treaty, made it clear that Europe was heading toward deeper integration, economically and politically — a process that was to create the EU as we know it today.

On July 18, 1991, the Joint Declaration on relations between the EC and its member states and Japan was signed in The Hague, on the occasion of the first EC-Japan Summit. This document marked a turning point in ties between Europe and Japan by moving the relationship beyond trade and investment. Policy dialogues began on a wide range of issues, from social and labor issues to the environment, industrial policy and science and technology. Summits between the leaders of the two sides began to be held on an annual basis.

The launch of the single European currency, the euro, in January 1999 was a milestone for political and economic integration in Europe, and made the EU

a significant player in the global economy. Policymakers in both Europe and Japan were increasingly aware that a closer partnership between these large economies and like-minded, mature democracies would benefit not only each other, but the world as a whole.

In January 2000, Yohei Kono, then Japan's foreign minister, gave a policy speech in Paris in which he called for a decade of bilateral cooperation to launch a "Japan-Europe Millennium Partnership," supported by three pillars: realizing shared values while respecting diversity; strengthening bilateral political cooperation, in such areas as conflict prevention and nuclear nonprolifera-



(From left) European Council President Herman Van Rompuy, Prime Minister Shinzo Abe and European Commission President Jose Manuel Barroso shake hands ahead of the EU-Japan Summit on Nov. 19 in Tokyo. EUROPEAN UNION

tion; and working to share the benefits of globalization worldwide.

Following this, the leaders of the EU and Japan agreed at their summit a year later on a 10-year action plan for bilateral cooperation titled "Shaping Our Common Future." The plan listed more than 100 areas where the EU and Japan could deepen their collaboration, and covered issues as diverse as reform of the United Nations to strengthening cooperation on information and communication technology, development policy, societal challenges such as aging societies and enhancing people-to-people exchanges. We were well on our way to becoming strategic partners working together on global challenges. This action plan launched more focused dialogue on foreign policy issues, and in such policy areas as environment, information society, science and technology and trade and financial services. It also laid the groundwork for new projects for cooperation.

Meanwhile, the EU underwent a major institutional change with the entry into force of the Lisbon Treaty in December 2009, which has given the EU the institutional framework to make good on its pledge to become a player in the international community benefiting of its economic clout. As a result of the Lisbon Treaty, the delegation in Tokyo became part of the EU's diplomatic arm, the European External Action Service, and came under the authority of the EU High Representative for Foreign Affairs and Security Policy.

The delegation now has a significantly enhanced mandate and represents all of the EU Institutions in Japan, dealing with foreign and security policy, economic and trade policy and global issues such as climate change and energy security.

While the 2001 Action Plan achieved a lot during the first decade of the new millennium, it still did not fully exploit the potential in our relationship. The EU and Japan therefore agreed in March 2013 to launch parallel negotiations toward two agreements: a strategic partnership agreement, a legally binding pact that would set out fields for cooperation on political, global and sectoral issues, and an ambitious and comprehensive free trade agreement (FTA). Just over one year has passed since the negotiations began, and we are currently in the midst of a review process for the FTA.

Looking back over the past four decades, much has been accomplished. Mr. Kono's speech has proven far-sighted — the EU and Japan are natural partners. We believe in rules-based, effective responses to global challenges. Given our combined global economic weight and international standing, we have a common responsibility to show joint leadership. Our cooperation now covers some of the most pressing and complex global challenges, from energy security to achieving the U.N. Millennium Development Goals, from green growth to cyber security. We are moving beyond official bilateral dialogues to concrete

cooperation in multilateral forums on disarmament, nonproliferation and human rights. And beyond the meeting rooms, we have some good stories to tell: Anti-piracy cooperation in the Gulf of Aden is a good example of the EU and Japan working successfully together. On Jan. 18, the French EU Naval Force (EU NAVFOR) Somalia Operation Atalanta flagship FS Siroco, in cooperation with Japanese assets, captured the crew of a dhow that was suspected to have been used as a pirate mother ship. Five suspected pirates believed to be responsible for an attack on an oil tanker a day earlier were apprehended.

Best of all perhaps, people-to-people contacts between the EU and Japan are steadily increasing. We currently support four EU Institutes in Japan, which promote bilateral academic cooperation and education not only in such areas as European political science and economics, but also in other fields including environment, medicine and other science and technology-related areas. On a more individual level, in 2004 the EU launched Erasmus Mundus, a program that offers scholarships and opportunities for academic cooperation between Europe and the rest of the world, and some 40 Japanese students have made use of this unique opportunity since its inception.

In a world as complex as today's, close collaboration between like-minded partners has never been more important. We look forward with confidence to the next stage in our partnership.

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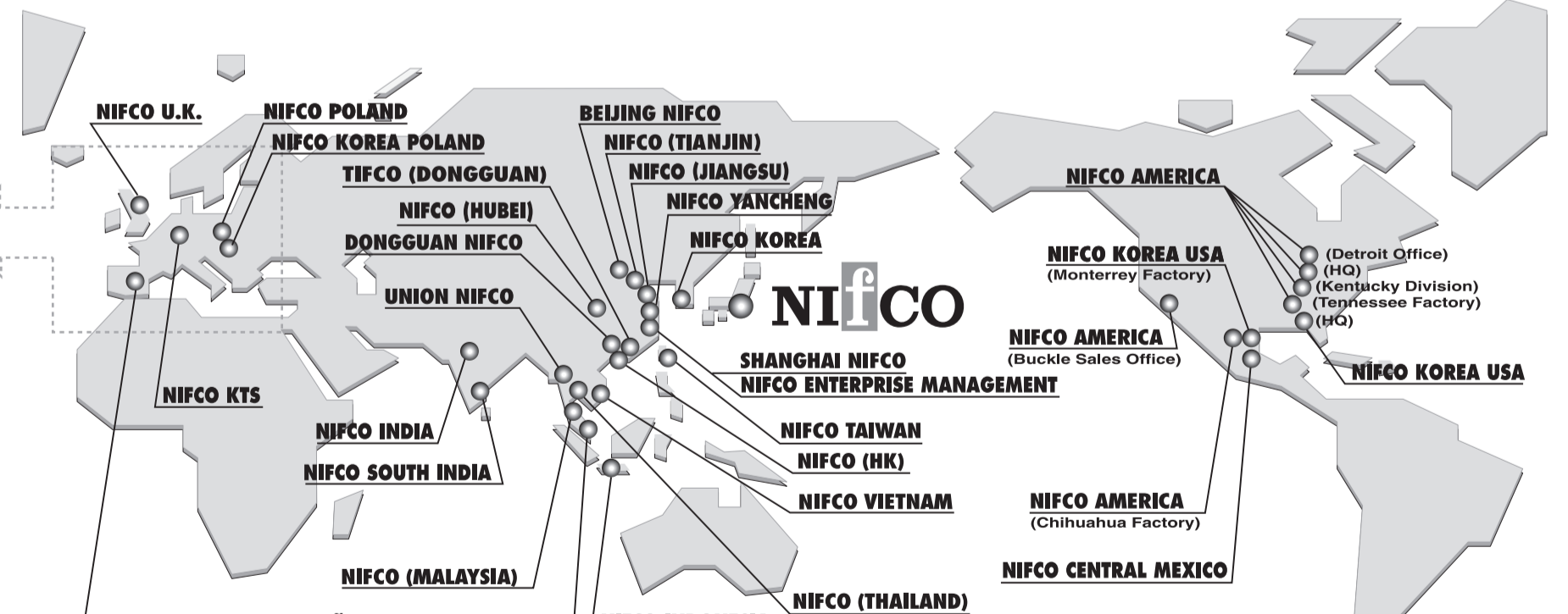
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## EU special



People pose against the backdrop of a large poster of a robot at an event on April 13 in Tokyo. HABATAKI PROJECT BY SHINTAKUJYUKU

## Working to broaden EU-Japan cooperation in research

Chiho Iuchi  
STAFF WRITER

I was surprised Japanese children knew the European Union, said Maria Cristina Russo, director for international cooperation in the European Commission's Directorate-General for Research and Innovation, who joined an event on robots held on April 13 in Tokyo during her recent visit to Japan.

The event was organized for children as part of the Habataki Project by Shintakujuuku in collaboration with the EU Delegation in Japan to choose a name for a robot that symbolizes EU-Japan cooperation in science, research and innovation.

About 30 elementary school students came to the venue at the Tokyo Skytree Town Campus of the Chiba Institute of Technology.

Last November, at the EU-Japan Summit in Tokyo, European Council President Herman Van Rompuy, European Commission President Jose Manuel Barroso and Prime Minister Shinzo Abe underlined the strategic importance of EU-Japan cooperation in science and technology.

Since the EU-Japan Science and Technology agreement came into force in March 2011, bilateral activities have increased in this field. While welcoming the significant progress achieved together over the past two years, the leaders called for further efforts to unlock the potential of Japan-EU science and technology cooperation and to promote further collaboration as partners for research and innovation.

"The main purpose of my visit was to fulfill the commitment of the former summit and to get together to see what could be done between the EU and Japan in view of the upcoming summit in Brussels in May," said Russo during a recent interview with The Japan Times. Russo and Makoto Katsura, ambassador for science and technology cooperation of the Foreign Ministry, co-chaired a round-table meeting on EU-Japan science and technology cooperation on April 15 in Tokyo, an event attended by relevant Japanese officials from several ministries and their EU counterparts.

Since 1981, the EU has developed programs to support researchers by funding first-class experts from industry and academia. Following the 7th Framework Program for Research



Maria Cristina Russo, director for international cooperation in the European Commission's Directorate-General for Research and Innovation, speaks at a Horizon 2020 seminar on April 14 at the EU Delegation in Tokyo. EU DELEGATION TO JAPAN

(FP7), a €80 billion package for a new research and innovation funding program named Horizon 2020 was launched this year.

During the meeting, participants reaffirmed the successful outcomes of the collaborative activities conducted under the FP7. They also exchanged views for exploring more effective and efficient mechanisms to enhance future research cooperation in the context of Horizon 2020 and the new Japanese "Comprehensive STI Strategy" from the perspectives of their frontlines of research and development.

Among the potential topics for focused cooperation are information and communications technology, especially cybersecurity; substitution of rare earths; ocean exploitation; intelligent transport systems; climate change modeling; aeronautics; energy; and aging population issues.

"It was the first meeting in which we discussed the situation, and we presented two questions," Russo said.

"One of the questions is to find a sector of interest for financing the EU-Japan cooperation in the fields of science and technology," she said. "There is also a question of giving certain predictability (of support) to Japanese scientists who want to participate in the EU research program."

Researchers and companies from Japan can participate in the research consortia under Horizon 2020, which is the most open research program in the world. However, participants from non-

EU industrialized countries, including Japan, the U.S., Australia, South Korea, Singapore, Mexico and the BRICs economies, will need cofunding for their own research activities to get access to the multilateral research projects.

The EU and Japan have cofunded coordinated projects to which researchers of both sides could apply. There were successful outcomes of Japan's collaborative projects in the framework of the FP7. Japan's participation, however, remains a modest 108 projects, compared with Russia's 495, the United States' 476 and China's 321.

It has been suggested by EU officials that it would be good if the Japanese government could establish a funding system to support Japanese researchers and encourage them to further participate in the Horizon 2020 program.

"This is an internal decision for the Japanese government," Russo said. "My role is not to interfere with the way Japan organizes itself," she said adding that she introduced some examples of how other countries, which have benefited from the EU program, organize funding systems for their researchers.

Another important mission for Russo was to attend the seminar titled "Horizon 2020 — New opportunities for Japanese researchers to join international projects," held on April 14 at the EU Delegation in Tokyo.

The seminar attracted over 200 participants from industry, universities and research institutes, as well as funding

## Contest to find a name for a robot

The contest is open to anybody living in Japan (no age limits).

Eligible entries must include the following information:

- Proposed name of the robot (alphabet, hiragana and katakana accepted)
- Reason for choosing name
- The applicant's contact information including full name, telephone number, email address and ward or city of residence (eg: Minato-ku, Tokyo)

Proposals should be sent by email to: DELEGATION-JAPAN-ST@eeas.europa.eu by June 13, 3 p.m.

The winners will be announced on June 30 on the EU Delegation website. The first prize winner will win six tickets to Miraikan in Tokyo and will also be invited to the EU Delegation in Tokyo to meet with EU Ambassador to Japan Hans Dietmar Schweisgut.

For more information, call the EU Delegation at 03-5422-6064 or visit [www.euin-japan.jp](http://www.euin-japan.jp).

## EBC an important partner

Danny Risberg  
CHAIRMAN, EUROPEAN BUSINESS COUNCIL IN JAPAN (EBC)

As voters throughout the European Union prepare to go to the polls to elect the next European Parliament, will anyone pause to think about the people who made all this possible? It has been 64 years since the first steps were taken toward the foundation of the union and 57 years since the first treaty was signed. Europe Day on May 9 commemorates these events, but they are largely lost in time as most EU citizens have never known a world without the European Union and take it for granted, which is understandable, but a great disservice to its early visionaries. It was their determination to forge a peaceful, united and prosperous Europe that brought us to where we are today: a union of 28 member states and 503 million citizens, enjoying unprecedented levels of stability and well-being.

In particular, and in spite of recent crises, the EU has become an economic powerhouse. It is the world's largest trading block, accounting for nearly 20 percent of all global imports and exports. Much of this is due to the combined virtues of its single market, breaking down barriers between individual member states and its open and expansive trade policy. Moreover, as the European Commission points out, maintaining these policies is the key to prosperity as net exports alone contributed between 0.5 and 1 percent to EU GDP growth figures every year since 2010.

Those of us in the European business community can testify to the advantages of the EU approach. The openness of the trading regime attracts foreign and domestic investors who benefit from a stable, predictable environment and transparent rules and regulations. The EU strategy seeks to expand these benefits through closer ties with other economies, at both multilateral and bilateral levels. The EU-Japan Free Trade Agreement currently under negotiation is a case in point. By lowering barriers to trade between the EU and Japan, it aims to increase the potential for growth, not only for big business, but also for small- and medium-sized businesses. The same can be said for the proposed Transatlantic Trade and Investment Partnership and the EU-China Investment Agreement, which aims to address



investment protection and market access issues.

The links between the EU and Japan are already strong. Japan is the EU's seventh largest trading partner and the EU in turn is Japan's third largest trading partner. We share many values, concerns and challenges, not least the need to succeed as providers of top quality goods and services in an increasingly competitive world economy. For this we both need a reliable platform of fair and consistent global rules and standards, so it makes sense that we should work together to create that platform, and drive it from the basis of our own mutual trade relationship.

We in the European Business Council of Japan (EBC) believe that a sufficiently ambitious, balanced and comprehensive free trade agreement could significantly boost trade between the EU and Japan, inject new dynamism into the investment relationship and stimulate the creation of much-needed sustainable jobs. We have been encouraged by the progress made in the initial rounds of negotiations but are keen to see these negotiations move forward to tackle the numerous outstanding issues.

We believe that, while the challenges of the global economic landscape will not disappear, by working together, Japan and the EU can meet and overcome them. So we should take a page out of the book of the EU's founding fathers, for whom the road ahead was just as challenging, complex and uncertain, yet who, through dogged commitment and determination, succeeded in realizing their vision. They deserve to remain a cause for celebration and inspiration to us all.

OJI

Beyond the Boundaries



We Are Beginning the Next Era.

The Oji Group has survived various changes in eras during its 140-year history.

Today, global-scale changes in the economic climate have once again prompted us to make structural reforms in preparation for the next era.

With an open mind, free of conventional constraints and preconceived notions, we are promoting further globalization, developing high value-added products, cultivating new resources and producing products that satisfy lifestyle and industrial needs through the customer-in approach, as we embark on a new journey into the future.

OJI HOLDINGS

## Horizon 2020 fosters knowledge

Horizon 2020 is the EU's biggest ever research and innovation framework program with a seven-year budget worth nearly €80 billion intended to help boost Europe's knowledge-driven economy and tackle issues that will make a difference in people's lives.

For the first time, the European Commission has indicated funding priorities over two years, providing researchers and businesses with more certainty than ever before on the direction of EU research policy. Calls in the 2014 budget alone are worth around €7.8 billion, with funding focused on the three key pillars of Horizon 2020:

- Excellent Science: Around €3 billion, including €1.7 billion for grants from the European Research Council for top scientists and €800 million for Marie Skłodowska-Curie fellowships for younger researchers.

- Industrial Leadership: €1.8 billion to support Europe's industrial leadership in areas like ICT, nanotechnologies, advanced manufacturing, robotics, biotechnologies and space.

- Societal challenges: €2.8 billion for innovative projects addressing Horizon 2020's seven societal challenges, broadly: health; agriculture, maritime and bioeconomy; energy; climate action, environment, resource efficiency and raw materials; reflective societies; and security.

The funding opportunities under Horizon 2020 are set out in work programs published on the EU's digital portal for research funding, which has been redesigned for quicker, paperless procedures. Participants will also find simpler program architecture and funding, a single set of rules and a reduced burden from financial controls and audits.

For more information, call 03-5422-6034, or visit [www.ec.europa.eu/research/horizon2020/](http://www.ec.europa.eu/research/horizon2020/)

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# EU special

## EU logos aim to ensure food quality

The European Union participated in the 39th International Food and Beverage Exhibition, known as Foodex Japan, at Makuhari Messe in Chiba Prefecture, from March 4 to 7. The European contingent was there to introduce and promote a variety of high-quality European food and beverage products carrying special quality assurance logos under a plan to guarantee quality and origin.

With an exhibition pavilion hosting about 20 European producers and producer associations from all over Europe, a variety of products bearing these logos, including organic products, from all over Europe were represented.

Over the four days of Foodex, food and beverage professionals had the opportunity to meet European producers and secure business deals.

There are several benefits for those who import European products with the quality assurance logos. For instance, buyers can be assured that the product is of genuine quality and produced according to rigorous specifications. The Japanese visitors were able to learn



Many food and beverage professionals from Japan and around the world visited the EU pavilion at Foodex Japan, looking to secure deals with European producers. EU DELEGATION TO JAPAN



about these benefits and the policy behind the four logos during presentations, which were held daily at the EU Pavilion.

The EU presence at the expo is part of the "Tastes of Europe - Quality guaran-

teed" campaign that was launched during the visit of European Commissioner for Agriculture and Rural Development, Dacian Cioloș, to Japan in November last year.

Designed to educate the Japanese public about the four logos, the campaign aims to stimulate interest among Japanese food professionals and consumers toward high-quality European products that bear these logos.

The logos make it easy for customers to know about the product they are looking at and are clearly displayed on product packaging. Buyers can quickly know about where the product was produced and whether or not it is organic among other things.

There are three quality assurance logos: Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) and Traditional Speciality Guaranteed (TSG) to encourage diverse agricultural production, protect product names from misuse and imitation and help consumers by giving them information concerning the specific character of the products.

Another is the Organic Farming logo and it looks to have the organic sector progress in the line with production and market developments, thus improving and reinforcing EU organic farming standards and import and inspection requirements. (See the gray box for detailed information on the four logos.)

Some of the foods shown included PDO Mozzarella di Bufala Campana, the

famous Italian cheese; TSG jamón Serrano from Spain; various PDO extra virgin olive oils from Italy, Spain and Greece; and a wide range of PDO and PGI wines from Portugal, Spain, Italy, Romania and Germany. Visitors also tasted some lesser-known products, including PGI pumpkin seed oil from Slovenia.

Cooking demonstrations were also provided to visitors along with ideas on how to prepare European foods or Japanese-style dishes using high-quality European ingredients.

At the same time, as part of the campaign, producers of European delicacies such as wine, cheese, ham and olive oil also presented their signature products at select Seijo Ishii Co. supermarkets in and around Tokyo, giving regular Japanese consumers the opportunity to know about and taste the products.

Foodex is Asia's largest food and beverage trade show, and this year attracted 2,808 exhibitors — including food and beverage companies and trading companies — from 78 countries and regions around the world, exhibiting their products. According to the organizer, 75,766 buyers, which included food service companies, distributors, wholesalers and online retailers from across Japan as well as from overseas, visited at the exhibition.

*This article is sourced by the EU News offered by the Delegation of the European Union to Japan, and the Foodex Japan Secretariat.*

### EU FILM DAYS 2014

Screening Schedule Tokyo						
Date	Time	Title	Time	Title	Time	Title
F 5/30	15:00	Albert Nobbs			19:00	Caesar Must Die
Sa 5/31	11:00	I am You	14:00	Special Talk Event	17:00	Oldies but Goldies
Su 6/1	12:00	Sources of Life			16:00	The Baron
Tu 6/3	15:00	Oldies but Goldies			19:00	My Stuff
W 6/4	15:00	Sources of Life			19:00	I am You
Th 6/5	15:00	The Baron			19:00	Kuma
F 6/6	15:00	The Show Must Go On			19:00	Blancanieves
Sa 6/7	11:00	Lava	14:00	Goodbye First Love	17:00	Love is Blind
Su 6/8	11:00	Narcissus	14:00	The Broken Circle Breakdown	17:00	Hot Hot Hot
Tu 6/10	15:00	Rocker			19:00	Goodbye First Love
W 6/11	15:00	Love is Blind			19:00	The Broken Circle Breakdown
Th 6/12	15:00	My Stuff			19:00	Lava
F 6/13	15:00	Hot Hot Hot			19:00	Narcissus
Sa 6/14	11:00	The Show Must Go On	14:00	Caesar Must Die	17:00	Rocker
Su 6/15	11:00	Blancanieves	14:00	Kuma	17:00	Albert Nobbs
Tu 6/17	15:00	Kauwboy			19:00	The Hypnotist
W 6/18	15:00	Love Me or Leave Me			19:00	The Alexandrians
Th 6/19	15:00	Collection of short animation films			19:00	Final Cut: Ladies & Gentlemen
F 6/20	19:00	Kauwboy				
Sa 6/21	11:00	Collection of short animation films	14:00	The Hypnotist	17:00	Love Me or Leave Me
Su 6/22	11:00	The Alexandrians	14:00	Kauwboy	17:00	Final Cut: Ladies & Gentlemen

\* Schedule is subject to change without notice.  
\* For more information and the latest schedule, visit [www.eufilmdays.jp](http://www.eufilmdays.jp).

### European Union's Quality Logos



**Protected Designation of Origin (PDO):** PDO indicates a food or drink originates in a specific region or country, is particularly linked to the place of origin through inherent natural or human factors and is produced, processed and prepared in the defined geographical area.



**Protected Geographical Indication (PGI):** PGI covers the names of products originating in a specific place, region or country that are recognized for their quality and other characteristics closely linked to the defined geographical area. The label also marks products produced, processed or prepared in the area in question.



**Traditional Speciality Guaranteed (TSG):** TSG products are those with distinctive features that have traditional ingredients or are made using traditional methods. These products have specific characteristics that set them apart from similar foodstuffs.



**Organic Farming logo:** Organic farming is an agricultural production method which offers the consumer quality food, while respecting the natural life cycles of plants and animals. It is based on a number of principles and practices designed to work the land naturally and thereby minimize human impact on the environment. This label reassures consumers that the product in question has been processed according to the standards set out in EU legislation.

For more information on the quality schemes, visit <http://ec.europa.eu/agriculture/quality>. For more information on organic farming in the EU, visit [www.organic-farming.eu](http://www.organic-farming.eu).

## Seeing the EU through film

The celebration of Europe Day on May 9 serves to kick off a major cultural event, the annual EU-Japan Friendship Week, which introduces Europe's diverse culture, languages and history to the people of Japan. Through July, various events and activities for all ages will take place in Tokyo and across Japan.

Among the events planned, the EU Film Days has proven popular and the selected films from EU countries attract many Japanese and foreign people alike.

This is the 12th edition of the festival, and films from 23 EU member countries will be shown at the National Film Center of the National Museum of Modern Art, Tokyo in Tokyo's Kyobashi area, from May 30 to June 22.

People can experience the distinction and diversity of European films, roughly half of which have English subtitles or dialogue. This year, eight feature-length films will premier in Japan.

Among those showing in Tokyo, the program from Latvia introduces a selection of short animated films recently produced in the country, all without dialogue, providing something that allows children to enjoy the event as well.

This year, films from five EU member countries will also be screened in four cities: Takamatsu, Kagawa Prefecture, Kanazawa, Ishikawa Prefecture, Okayama, and Fukuoka.

For more information, visit the official website at [www.eufilmdays.jp](http://www.eufilmdays.jp).

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\*Excludes BMW i3 with Range Extender. Prices are as of April 24, 2014, excluding taxes (except consumption tax), costs of insurance, registration, recycling, and optional accessories. Actual prices are determined by individual BMW i authorized agents and may vary. Prices are subject to change without prior notice. Featured vehicle is the New BMW i3; body color is Solar Orange with highlight Frozen Grey metallic. The BMW i3 is only available at BMW i authorized agents. Website is only available in Japanese.