Building on a long history of cooperation

Japan and the Netherlands mark 300 years of formal trade ties this year. With the two countries expressing a firm commitment to build on what has been a mutually beneficial relationship in all fields, the significance of the arrival at the Dutch in Japan in 1609 with five ships from the Dutch East India Co. -- the Netherlands has enjoyed a special status in Japan. In fact, the Dutch were the only Westerners allowed to stay in the country after the Teppenfort Maruko expelled foreign traders, missionaries and others.

From the designated foreign envoys on Dejima Island in the Bay of Nagasaki, Dutch traders were the only source of trade, technology, science and knowledge from the West.

Among the first innovations introduced by the Dutch in Japan was steam-powered technology at that time, wind power still represents a strong part of bilateral trade, with the Netherlands leading the rest of the world in that power sector.

For decades, Weatherford and Schlumberger, the US-based multinationals, have been leaders in the industry, including in the area of wind and solar hybrid turbines, which is capable of maintaining power generation efficiency, very valuable in a world that has realized the importance of environmental protection.

Japanese Ambassador to the Netherlands Muneo Shibuya

“Our bilateral relations are a true hybrid which means that when the wind is strong enough, we should be in business,” he adds for the most energy-efficient power generation.

The basic characteristics of Japanese-Dutch trade have always been the same. Both countries still view each other as ideal locations to do business. They have a common interest in high-quality, durable and reliable products and long-lasting business ties.

“Our relationship between Japan and the Netherlands is excellent and we are very important economic partners. We have very good economic relations. In addition to that, we are establishing an important and sustainable energy between two countries,” points out Japanese Ambassador to the Netherlands Muneo Shibuya, referring to the 400th year of bilateral relations.

The Netherlands is Europe’s largest importer of foreign direct investment from Japan, an impressive feat for a small country with just over 16 million inhabitants. Additionally, there are around 200 Japanese companies in the Netherlands, of which about 10 percent are in the field of regional or European headquarters.

“Many Japanese companies see the Netherlands as their regional headquarters. These are several reasons for that, among them are the tax incentives and assistance provided by the Dutch government. Also, they see the good quality of products and services and the efficiency in doing business,” says Shibuya.

Japan is even more room for Dutch-Japanese business relations. The Hague and Tokyo are the scenes of a few new joint ventures, such as MOL Logistics Europe, and they are expected to launch new projects in the coming years.

On the occasion of KLM’s 100th anniversary, a Boeing 737 is painted in the livery of the early 1980s. Following its merger with Air France, the Dutch carrier became part of the largest commercial airline in the world.

KLM, the largest company in the Netherlands, is a globally recognized, leading player in the European market. Since the merger of Koninklijke Luchtvaart Maatschappij (KLM) and Air France, the company has been able to use the strengths of both airlines and focus on its core business.

“Japan will be one of our most attractive regions for business and a highly attractive place for business and a highly attractive place for living. We believe that our reputation has been recognized more and more with the quality of our products and services,” says President Ernst Kolvenbag.

The company’s focus is now to make sure that happens,” says General Manager Yash Koike.

KLM is also to the market that Yokogawa has steadily gained ground in the country’s document-management market.

“Yokogawa is a reliable partner for us and we are very satisfied with its product line,” says Scheuer.

Since the merger of Konica and Minolta, KMBSN has been even faster than usual, “First, Air France had a strong balance sheet and financials coming into the merger and we helped them out,” says President and CEO Peter Hartman.

“KLM has been in the process of maturing for over 30 years. KLM is known for its quality and reliability and we are very happy to be able to offer that to our Japanese customers,” says Hartman.

“We have special opportunities for us and they have a substantial number of Japanese cables and we are very happy with our Japanese passengers and I am very satisfied with our business in Japan,” Hartman says.

“Outside of providing our customers comes out of the core business and the CSR, we are doing a lot in the field of environmental sustainability, such as introducing new technologies and new challenges facing the industry, Hartman asserts that KLM continues to be a leader in the industry.

“Outside of providing our customers comes out of the core business and the CSR, we are doing a lot in the field of environmental sustainability, such as introducing new technologies and new challenges facing the industry, Hartman asserts that KLM continues to be a leader in the industry.

“Outside of providing our customers comes out of the core business and the CSR, we are doing a lot in the field of environmental sustainability, such as introducing new technologies and new challenges facing the industry, Hartman asserts that KLM continues to be a leader in the field. This is especially true in our industry, which will probably be the last to use biofuels,” says Hartman.

“KLM is stepping up efforts to become a leading player in the market with the BioSky initiative, which we hope to implement in the near future,” says Hartman.

“BioSky will be a major milestone for KLM in terms of sustainability and we are looking forward to the implementation of the initiative,” says Hartman.

“KLM is stepping up efforts to become a leading player in the market with the BioSky initiative, which we hope to implement in the near future,” says Hartman.

“BioSky will be a major milestone for KLM in terms of sustainability and we are looking forward to the implementation of the initiative,” says Hartman.

“KLM is stepping up efforts to become a leading player in the market with the BioSky initiative, which we hope to implement in the near future,” says Hartman.

“BioSky will be a major milestone for KLM in terms of sustainability and we are looking forward to the implementation of the initiative,” says Hartman.

According to the European Commission, the global air travel sector has undergone a massive transformation over the past decade. The companies and rising costs resulted in mental dissolution, alliances and closures. And the only airlines with the most efficient operations and organizations survived the crisis.
Your partner for the long haul

What we started small and parochial, our business has grown from a very small operation to one that is now worldwide, which is quite considerable. In the last three to five years, our growth has been even faster than usual, in terms of our operational capability, quality and sales.

Established in 1992, Yokogawa Europe has built solid products and services and steadily built its client network, and a strong reputation over the past 27 years. Having since widened its range of products and services, the company has built up its reputation as a leading partner in energy efficiency, very valuable in a world where energy efficiency is much in demand. Now it is also the only Westerners allowed in Japan in 1609 with two ships running historical ties.

MOL Logistics Europe sees opportunities where others see challenges

MOL Logistics Europe, based in the Netherlands, is aggressively pushing through with plans to expand its network throughout Europe in the short-term. According to Willem Kolvenbag, President for Europe, the countries in the transport and logistics sector are showing more concern regarding economic crises with increasing competitiveness.

According to MOL Logistics Europe Senior Managing Director, Yoko Kane, the company can take advantage of the changing market condition and continue maintaining its position in front and center in the logistics industry.

"I think this opportunity is a good time for our business," she said. "We are sure that our daily business does not have special characteristics, but we can change our market position in the business world, which has taken off under the weight of the world's economic crisis."

MOL Logistics Europe President — Managing Director, Yoko Kane

Konica Minolta gains ground in Dutch market

With excellent location and infrastructure, the Netherlands is an attractive place for businesses and a highly competitive environment for the best companies.

Increased competition has given Konica Minolta Business Solutions Nederland greater determination to stand out through a more focused approach to the market and even better customer service. Since the merger of Konica and Minolta, KMBSN has positioned itself as a market leader in the country in the document-handling industry.

"We have to prove ourselves stronger in terms of our services are in line with our corporate strategy," said President and European Chief Executive Officer for Konica Minolta Business Solutions Nederland, President Ernst Kolvenbag.

KONICA MINOLTA

In a number of engines and mechanisms, businesses maintain consistent sales and service. Adimec’s offering of its products and services was aimed at being a one-stop-shop for the best products and services, which include the production of several additional turnkey systems.

Adimec’s focus on the Japanese market is due to its strong growth in the past years. With its products making up 40 percent of its sales, the company’s success can be attributed to its ability to service the Japanese market.

Adimec has appointed a new representative in Japan to strengthen its presence in the market.

Konica Minolta Business Solutions Nederland President Ernst Kolvenbag

Konica Minolta is aggressively pushing the development of engines and mechanisms for the Japanese market. The company’s products are mainly designed for use in the printing industry.

"Our focus is Japan, we have business and services in Japan, so it is important for us to be present in the market," said Kolvenbag.

Fujifilm readjusts business focus

Fujifilm is changing. Fujifilm is a different company today than it was a few years ago. The company is adapting to the changing market conditions and is shifting its focus to new areas.

"We are making a smooth transition into one organization," said Fujifilm’s General Manager Yash Koike. "We are making a smooth transition into one organization, and this is what we have to convey to the market.

Fujifilm’s European General Manager, Yash Koike.

Fujifilm is changing. Fujifilm is a different company today than it was a few years ago. The company is adapting to the changing market conditions and is shifting its focus to new areas.

"We are making a smooth transition into one organization," said Fujifilm’s General Manager Yash Koike. "We are making a smooth transition into one organization, and this is what we have to convey to the market.

Fujifilm’s European General Manager, Yash Koike.
Netherlands provides ideal base for Hoya's overseas business

Protiviti makes mark in independent risk consulting

Thinking global and acting local

Japan's optical products manufacturer Hoya considers the Netherlands as its perfect base for overseas business. "Japan and the Netherlands are well aware that global problems can only be solved through cooperation," states President and Chief Executive Officer of Hoya Corp. Michael A. Cuscinii. "That's why we are partners in the Kyoto Protocol, fighting impunity. That's the reason why we have been working with the Dutch authorities and the local communities in this region for over 20 years now." Japan, the Netherlands, Hoya's chosen base in the 21st century and that our two countries will continue to be partners in the future, as both countries are clear for the inevitable recovery, judging from their economic position. We are pleased when Japanese companies choose what SADC and the region offer. Our company specializes in integrated development.

Hitachi Construction Machinery dominates European market

SADC develops sustainable multimodal hub in the Amsterdam airport area

Capitalizing on a long history of quality and innovation

The front line of construction

We care about your eyes

You can trust Canon

THE JAPAN TIMES SATURDAY, MARCH 7, 2009 83

www.woldeyeurope.com

Hitachi Construction Machinery President and Managing Director Masahiko Takahashi

"Japanese companies are very loyal and play an important role in the economic position of our region. We are pleased when Japanese companies choose what SADC and the region offer. Our company specializes in integrated development."

SADC Managing Director Rena Burg

"Companies look to Protiviti for advice that is sensitive to their customers’ needs. We are a young company and proud of the way we have handled this challenge."

We know and understand the Dutch government solutions. We are a highly innovative company that for our European customers, is a true expert in our field."
Properly-entrained hydrogen sulfide can be a fire hazard. It is important to...