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2013 2014 AÑO DUAL ESPAÑA-JAPÓN
日本スペイン 交流400周年
400 AÑOS DE RELACIONES

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Four centuries of historic links between Japan and Spain

Back in the 17th century, Hasekura Tsunenaga, a Japanese samurai warrior, led Japan's first diplomatic mission to Europe. The expedition left Japan in 1613 and arrived in the Iberian Peninsula the next year, so 2013 and 2014 officially mark the 400th anniversary of relations between the two countries.

"These two years will represent an important milestone in the history of relations between Spain and Japan," says Satoru Satoh, Japan's ambassador in Madrid. "Our two nations are celebrating four centuries of relations, and our objective is to use this historic occasion to open new horizons of bilateral cooperation between both countries."

Japan's Crown Prince Naruhito visited Spain in June this year to mark the opening ceremonies of the quadricentennial anniversary. "During H.I.H. the Crown Prince's recent visit to Spain, testimonies of deep affection shown to H.I.H. and to the Japanese people were seen all over Spain," notes Eduardo Aznar, the Special Mission ambassador for the Year of Spain in Japan.

"Spaniards have a profound respect and esteem for Japanese society; on the other hand, there is also great empathy towards Spain among Japanese people," he continues. "The ties between the Japanese Imperial Family and the Spanish Royal Family are very strong. All this creates synergies that positively affect relations between our two countries."

Relations between both countries have remained strong in the midst of severe economic challenges experienced by both countries in recent decades. Since the influx of Japanese investment in the automo-



(Clockwise from top-left) Satoru Satoh, Japanese ambassador to Spain; Eduardo Aznar, Special Mission ambassador for the Year of Spain in Japan; Hasekura Tsunenaga, Japanese samurai warrior who led Japan's first diplomatic mission to Europe; Prince Felipe of Spain delivering his speech as Prince Naruhito of Japan looks on during the inauguration of the Spain-Japan Dual Year.

otive, chemicals and electronics industries into Spain in the 1980s, recent years have seen other industries emerge and opportunities open up despite the ongoing economic crisis.

"The 'Spain-Japan Dual Year' has a considerable economic and entrepreneurial dimension," Aznar explains. "Different economic events have been organized, in order to allow businesspeople and firms from both countries to get to know each other better. We expect our bilateral trade to improve as a result."

"The economic sectors that would benefit most from a closer relationship would

be energy — particularly renewable energy — and the auto industry, as well as pharmaceuticals and biotechnology," he adds. "Special mention should be made of the food and beverage sector, which at present accounts for 22 percent of Spanish exports to Japan."

The continuing internationalization of Spanish companies, as its internal market remains weak, and Spain's leadership position in sectors including renewable energies, airport management, infrastructure, banking and environmental technologies, have encouraged Japanese companies to collaborate with Spanish firms around the

world: particularly in Latin America where links between Spain and its former colonies are robust.

"There are many examples of how Japanese and Spanish companies from a number of industries are currently working together in Spain, Latin American and other parts of the world," Ambassador Satoh concludes. "It is my goal to get both countries even closer together, and I hope that this momentous 400th anniversary brings increased awareness to both countries on how we can mutually benefit by continuing to explore new areas of exchange and collaboration." ♦ www.esja400.com

Committed to Spain, committed to growth

A wholly-owned subsidiary of Japan's UBE Industries, UBE Corp. Europe is celebrating its 20th anniversary in Spain next year. One of the continent's leading industrial chemical groups and a significant investor in Spain, UBE Europe's growth strategy is firmly rooted in the Iberian Peninsula.

Located 75 km north of the coastal city of Valencia, near the port of Castellon, UBE Europe has developed into a major contributor to the global UBE value chain. It manufactures and sells caprolactam, polyamides, fertilizers and fine chemicals to the food packaging, automotive parts, surface treatment and textile industries.

Today, these Spanish operations are a key production base for UBE Industries. While UBE's other production facility, located in Thailand, covers the Asian region, UBE Europe is directly responsible for the group's European and Latin American business.

Its affiliated company in Dusseldorf, Germany, is responsible for the marketing of over 200 high-tech products in Europe, Africa and the Middle East, while its office in Sao Paulo, Brazil is dedicated to sales and service activities throughout the emerging economies of Latin America.

"Our activities in Spain are continuing to play an increasingly im-

portant role within UBE's global operations," says Masahiko Nojima, recently appointed president of UBE Corp. Europe. "We export over 70 percent of our products all over the world, and manage strategic regional activities from Spain. Our R&D center here delivers innovative product solutions, which we bring to various markets. We are proud that our advanced technology continues to strengthen the group's technological edge."

The R&D center in Castellon is significant in being the first such base to be established by the group outside of Japan. It focuses on engineering plastics and the production of fine and organic chemicals.

As a result, UBE Europe is now dedicated to fostering R&D ties between Japan and Spain. It has established close links with leading universities and institutions of the Spanish National Research Council (CSIC).

With an accumulated \$290 million already injected in it, UBE Europe is one of Spain's largest Japanese investments. "In the next three years, we expect to complete an additional \$74 million investment," says Nojima. "Our current strategy is to expand our business in Europe. We will also further develop our business in Latin America, as the region is a main driver of growth for our company." Of course, Spain's strong historical, cultural and busi-



Masahiko Nojima, president, UBE Corp. Europe S.A.

ness links with Latin America don't hurt.

With high levels of unemployment across Spain and the country still reeling from severe economic challenges, UBE Europe's investments in Spain are highly appreciated by the country.

UBE currently employs 323 people in Spain, and has plans to expand its operations further, notes Nojima: "We intend to contribute to the Spanish economy by hiring more people and committing ourselves to developing and supporting our employees in Spain. Each year, we dedicate 1,400 hours to training our employees to enable them to develop new management and administration skills."

"We have been committed to Spain for several years and we will continue to grow our business here," he concludes. "As a successful Japanese subsidiary in Spain, it is our responsibility to contribute to the Spanish economy and the country's people. We will continue to build partnerships and sell high-quality products to our global customers, while developing environmental protection solutions, to ensure we remain a highly regarded corporation that is invested in the future of this country and the region as a whole." ♦ www.ube.es



UBE facility in Castellon, Spain

Stamping a global footprint for Spain's auto industry

Gestamp is one of the world's largest manufacturers of automotive components. Since 1997, when the company was founded, Gestamp has achieved success through organic growth, strategic acquisitions and the development of its global business.

By designing and manufacturing automotive products that reduce weight, increase safety and lower energy consumption and environmental impact, Gestamp is building on its reputation as a trusted supplier to the global automotive industry.

"We are in a strong position today as preferred suppliers to the world's largest original equipment manufacturers (OEMs)," says Francisco J. Riberas, president and CEO of Gestamp. "Through

our world-class technology, we are able to successfully deliver tailored solutions to our partners, and we continue to successfully develop our global footprint."

Gestamp's solutions include the manufacture of automotive components — including skin and moving parts, chassis, body components and bumpers. The company also applies a wide range of technologies such as cold stamping, hydroforming, roll forming and hot stamping. The strategic acquisition of leading industrial companies in recent years has strengthened the company's position in the global market.

Its 2010 acquisition of Edscha, a company specializing in the design and manufacture of opening-hinge systems and driver controls, en-

abled Gestamp to become a world leader in the manufacture of hinge systems. The following year saw the company strengthen its position in chassis manufacturing with the acquisition of the metal forming business unit of ThyssenKrupp.

Today, Gestamp employs a workforce of over 28,500. The company has 96 manufacturing plants in 19 countries. Three new facilities are currently under construction in addition to the 12 research and development centers the company has established around the world.

It recently finalized a \$387 million investment from Japanese trading firm Mitsui & Co. Mitsui acquired newly issued shares in the respective sub-holding companies in the United States, Mexico, Brazil and Argentina to become a 30% equity partner in Gestamp's operations in the Americas, where the firm currently has 17 plants in the US, Mexico, Brazil and Argentina.

"The next step is for us to strengthen our position in Asia and partner with Japanese manufacturers around the world," explains Riberas. "Our partnership with Mitsui will enable us to utilize their comprehensive network in Asia, and benefit from their expertise in the automotive industry value chain. Mitsui & Co. is an ideal partner as we develop our business in Asia. Equally, they are learning how to



Daisuke Saiga, senior executive managing officer of Mitsui, and Francisco Riberas, president of Gestamp

better engage with western OEMs in order to increase their business in the Americas. This is a win-win partnership for both of our companies."

In the automotive market, the Japanese are one of the most important players. Today, 50 percent of new cars are manufactured in Asia. Gestamp works closely with major Japanese manufacturers such as Toyota, Nissan, Honda, Mitsubishi, Mazda and Suzuki, and the company intends to further develop its international business through closer cooperation with its partners and by strengthening its position in the Asian region.

"Currently, Japanese OEMs only account for 7 percent of our business," says Riberas. "We see huge

potential for us to grow due to the market share of Japanese OEMs in global car manufacturing. We are keen to work with Japanese manufacturers both inside and outside Japan and create research and development initiatives with our Japanese partners."

With a new partnership firmly in place and future opportunities in Asia, Riberas is feeling confident: "We intend to continue to implement our growth strategy in order to achieve a \$9.8 billion turnover by 2017. Through our technology and our commitment to our employees, partners and customers, we fully expect to develop Gestamp's reputation for quality and innovation." ♦ www.gestamp.com

'Growing together': a Japanese firm's commitment to España

Montesa Honda is a driving force in Spain's two-wheel automotive sector. Since 1982, when Honda made its first investment in the Spanish motorcycle manufacturer Montesa,



Yukitoshi Fujisaka, president, Montesa Honda

the company has continued to focus on growth within the competitive market.

"We are more than just a company focused on selling bikes," says Yukitoshi Fujisaka, president of Montesa Honda. "We are an integral part of the formidable Honda motorcycle racing teams worldwide."

MotoGP has seen the emergence of Spanish riders Dani Pedrosa and Marc Márquez, both of whom ride for the Repsol Honda team — a joint venture with the multinational Spanish energy company Repsol.

The company is also actively involved in the Fédération Internationale de Motocyclisme (FIM) Trial World Championship. Its Spanish team rider, Toni Bou, has won both the indoor and outdoor series championships for the last seven and six years, respectively.

With strong connections to Spain and the Spanish racing community, Montesa Honda is committed to the country itself. While other companies in the sector have relocated their manufacturing facilities elsewhere in recent years, Montesa Honda went through a restructuring process in order to continue to provide jobs and maintain its presence in Spain.

"We never had any intention of closing our Spanish factory," says Fujisaka. "We felt that showing our commitment to the Spanish economy was vital for both our company and the local economy, so we formulated a strategy to ensure that production continues. Through our efforts, we now have a hybrid factory which manufactures 2,500

parts for cars, power equipment, motorcycles and, of course, the famous 'Cota' trial-bike model."

Honda intends to launch up to eight new models in 2013, including motorcycles that fall under the new European "A2" driver's license for intermediate capacity motorcycles up to 35kW power output.

"We were the first motorcycle manufacturer to adapt to this new category of motorcycle licenses," says Fujisaka.

As the market leader in Spain, Montesa Honda continues to actively support its dealer network. The company works very closely with dealerships across the country to ensure that its business processes continues to evolve and improve.

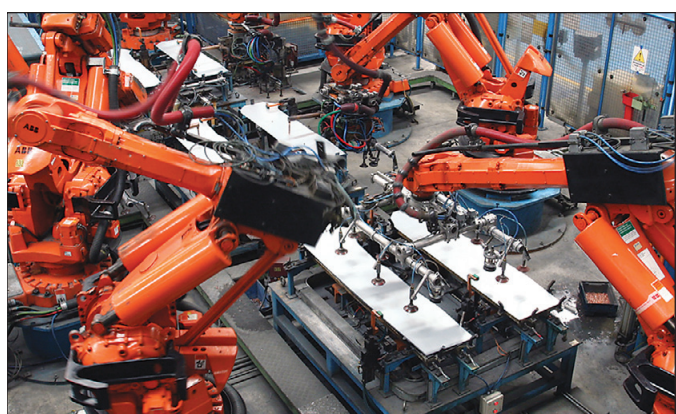
Safety is of paramount importance to the company. In 1992, the Honda Safety School was launched to educate riders, and in 2009 the Honda Safety Institute was opened. "As a leader in the industry, we need to give something back to society and protect our customers," says Fujisaka.

With a strong image, a comprehensive dealer network, winning racing teams and new product launches, Fujisaka is confident Montesa Honda has what it takes to go the distance in Spain.

"Our motto within the company is 'Creciendo juntos' — 'Growing together'," he explains. "Despite the challenges we have faced, we have grown as a company. We will continue to move forward towards a great future." ♦ www.honda-montesa.es



Aerial view of the Honda Safety Institute near Barcelona, Spain



Robots working in a Gestamp plant



www.ube.es


We are growing,
providing sustainable benefits from Spain.

Since it was established 116 years ago, the UBE group has grown like an olive tree, whose winding trunk and branches store the knowledge gained from the passing of time.


UBE's global chemical business has also stemmed from Castellon, on Spain's Mediterranean shore, where its production and R&D site advances in harmony with the local community.



UBE
UBE in Europe & Latin America
Watching over safety, keeping the environment in mind.



HONDA
The Power of Dreams



Spain

www.worldeyereports.com

Developing talent and creating opportunities

Located in Tarragona on Spain's Mediterranean coast, Sekisui Specialty Chemicals Europe has become a leading manufacturer of polyvinyl alcohol (PVOH) products used in a variety of applications: including adhesives, paper, building and construction, textiles, films, ceramics, coatings, packaging and oilfield



Sekisui Specialty Chemicals Europe S.L. facility in Tarragona

cementing. Sekisui Specialty Chemicals Europe was established in 2009 following the acquisition of the polyvinyl alcohol business of U.S.-based Celanese Corp. by its parent company in Japan, Sekisui Chemical — a global leader in the chemical industry. This resulted in the establishment of subsidiaries in Spain, Mexico and the U.S. (where the group's head office is also based).

"Our business in Tarragona is vital to our operations and our value chain," says Tsuyoshi Okano, CEO and COO of Sekisui Specialty Chemicals Europe and Sekisui Specialty Chemicals Group in the U.S. "This is one of three facilities which we are currently expanding to develop new applications for our PVOH products."

It markets its products under the SELVOL™ brand and holds a leading position in such high value-added products like high-performance interlayer films for automotive glass. "We export over 90 percent of our production from

Spain is in a strong position to attract foreign investment due to the country's highly skilled workforce."

—TSUYOSHI OKANO
CEO & COO
Sekisui Specialty Chemicals Group



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Spain, and our goal is to shift from quality mass-production products to specialized value-added products," he says. "We intend to retain our competitive edge and introduce new products to the market in order to achieve sustainable growth while providing world-class customer support."

The Spanish subsidiary contributes to the development of the local community in Tarragona through its partnership with the

Comte de Rius Institute, a leading educational organization focusing on chemical studies. The company supports programs that provide students with dual professional education to increase their chances of employment within the chemical industry. The program has already been successfully implemented in other European countries, and has been welcomed in unemployment-hit Spain.

"As an integral member of Tar-

ragona's investment community, we want to develop talent and create employment opportunities," Okano explains. "Despite the current economic challenges in Europe, Spain is in a strong position to attract foreign investment due to the country's highly skilled workforce. We will continue to make efforts to expand our business with a view to increasing our investment in Tarragona in the future." ◆

www.sekisui-sc.com

Forty years of innovative solutions underlie a strong commitment to Spain

This year Fujitsu celebrates its 40th anniversary in the country. Japan's largest information and communications technology (ICT) company, Fujitsu is deeply integrated in the Spanish marketplace and continues to forge strong partnerships in the country's public and private sectors.

"We have been a market-leading ICT provider for four decades, and have developed strong connections in Spain's public sector, financial services industries and large and medium enterprises," says Angeles

Delgado, its managing director. "The leading five financial institutions in Spain use our storage solutions, and we continue to build on our long-term commitment to key customers such as these."

It is also very active in the retail banking industry, such as in the automated teller machine (ATM) business. Manufacturing ATMs in Spain's southern Mediterranean city of Malaga, Fujitsu will begin to export next-generation machines to the rest of Europe later this year. Fujitsu is also responsible for manag-

ing services for the largest ATM network in the country. In fact, one out of every four ATMs in the country operates on Fujitsu technology.

Spanish public services are solidly supported by Fujitsu solutions that respond to people's needs and will strengthen competitiveness in the Spanish economy. In fact, its commitment to Spain's public sector is based on a long-term vision.

"We have a solid relationship with public sector bodies," says Delgado. "We help to reduce their costs through ICT solutions and services. Today, we manage data centers that support 40 percent of the Spanish population's health information, while more than 3,000 courtrooms in the country use Fujitsu technology to record court hearings."

Fujitsu also works with large enterprises to increase their efficiency. With Abertis, the Spanish leader in the toll-roads sector, Fujitsu manages all electronic devices across more than 1,500 km of its toll road network. It also provides vital support in the internationalization of Spanish companies such as Campofrío Food Group: managing cloud services for SAP and service desks in all countries in which Campofrío operates in Europe.



FUJITSU

Angeles Delgado, managing director, Fujitsu Technology Systems

"Our long-term partnerships, continued investments, employment creation — not to mention our reliable, professional and innovative solutions — embody our commitment to Spain," says Delgado. "We remain dedicated to the development of the country. As we look ahead to what we are convinced is a return to healthy growth for the Spanish economy, Fujitsu will continue to strive to make a positive contribution to both government activities and companies doing business in Spain." ◆

www.fujitsu.com/es

Optimism and technology drive ahead in the Spanish auto market

As the Spanish automotive industry continues to recover from the global financial crisis, Mazda Automóviles España is treating it as an opportunity to strengthen its market position by focusing on innovative strategies amid the launching of new Mazda cars in the country.

Recognized as a leading automotive company in the local market, Mazda is dedicated to maximizing the efficiency of its engines while optimizing performance. Mazda's technology and designs continue to win numerous awards, and the brand is consolidating a reputation for quality

in Spain.

"Our approach to branding is to ensure that the Mazda brand is seen in as many points of consumer contact as possible," says Jose M. Terol, the company's managing director. "We have invested heavily in 360-degree marketing in Spain, and have significantly increased the awareness of Mazda throughout the country. With the launching of new models this year, we have even established 'pop-up' stores in several key cities to showcase the new models and to introduce customers to the Mazda driving experience."

Two next-generation models will be launched this year — the

Mazda6 and the crossover CX-5: the most efficient compact SUV currently on the market. Both cars were among the six finalists competing for "World Car of the Year" at the 2013 World Car Awards. In fact, Mazda was the only manufacturer to have two models in the finals and the only Japanese manufacturer on the shortlist. The company also recently launched updated versions of its family car, the Mazda5, and the legendary MX-5: the best-selling two-seat roadster of all time.

"Our cars look great and offer customers the best in technology," says Terol. "In all of the new models, we incorporate our latest design philosophy epitomized by the phrase 'KODO: Soul of Motion.' Mazda's patented SKYACTIV® technology, that paradoxically increases both fuel efficiency and engine output for diesel and petrol engines, is also being incorporated into our marketing strategy."

The leading German auto magazine Auto Bild awarded the Mazda6 this year's European Design Award in the medium and



MAZDA AUTOMÓVILES ESPAÑA

Jose M. Terol, managing director, Mazda Automóviles España

large car category. Mazda outpointed both Maserati and Mercedes-Benz in the process.

"We are very excited for the new Mazda3 launch in Spain later this year," says Terol. "Our goal is to continue to familiarize Spanish customers with the Mazda brand. With our eye-catching, award-winning range of cars and our dedication to providing customers with the best service and support, we are fully committed to continuing the successful development of Mazda in Spain." ◆

www.mazda.es



MAZDA AUTOMÓVILES ESPAÑA

The Mazda6



Sekisui Specialty Chemicals America, LLC
Dallas, Texas, U.S.A
Tel +1-972-277-2900

Sekisui Specialty Chemicals México, S. de R.L. de C.V.
Del. Álvaro Obregón México
Tel +5255-55504917

Sekisui Specialty Chemicals Europe S.L.
Tarragona, Spain
Tel + 34-97549899

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Sekisui Specialty Chemicals
www.sekisui-sc.com



Way of Life!

Playing the keys of musical success

The world's largest manufacturer of musical instruments, Yamaha Music, celebrated its 125th anniversary in 2012/13. Considering the rich history of the Japanese manufacturer in the music industry, it is only fitting then that the first Yamaha products imported into Spain were by the Hazen's — a family of Dutch origin with a rich tradition of their own crafting pianos and harps in Madrid since 1864.

"My father learned about Yamaha from a Spanish musician performing in Tokyo, and he imported four Yamaha pianos from Japan in 1958," says Felix Hazen, managing

director of Yamaha Music Iberica. "The products were of a very high standard, so he saw an opportunity to develop Yamaha in Spain by becoming the exclusive importer of its products into the Spanish market in 1962."

By 2000 when the brand was well recognized and the market mature, Yamaha Music Europe established a 100 percent owned local subsidiary in the country; ushering in the start of a unique consolidated company headquartered in Hamburg, Germany.

"We've been part of Yamaha Music Europe for over a decade now but it is encouraging to know we helped build the Yamaha brand here in Spain from the time my father first started importing the products from Japan," says Hazen. "We developed the business in line with the growth of the Spanish economy and the worldwide resurgence of Spanish culture and music. As a result of our expanding dealership network and branding initiatives, we were able to achieve tremendous growth."

Despite the current economic challenges being experienced in the country, Yamaha continues to maintain a wide market share in Spain — particularly in the key-

boards sector, including acoustic pianos, digital pianos and home keyboards. "We see growth opportunities in key segments such as electronic products," says Hazen. "While we continue to pursue these opportunities, our main focus is to support our local dealer network and continue to educate our customers on the value of Yamaha products."

Yamaha nowadays is a well-recognized brand and respected by people in general and music fans in particular.

In order to develop new musical



YAMAHA MUSIC IBERICA

Yamaha Music Head Office in Madrid next to the Hazen facility



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Shigeo Katsuki, president, Suzuki Motor Iberica

zuki's commitment to Spain's automotive industry by helping to promote and create new opportunities for Spanish motorsport.

"Suzuki will continue to focus on customer-oriented activities and workshops to strengthen our relations with our customers throughout Spain," Katsuki concludes. "This has always been our main driver for success as we continue to ensure our customers are satisfied with Suzuki products and service solutions." ◆

auto.suzuki.es



YAMAHA MUSIC IBERICA

Felix Hazen, branch managing director, Yamaha Music Europe GmbH Iberica

talent, Yamaha organizes lots of activities such as the local Junior Original Concerts, trains music teachers, participates in scholarship programs and continuously develops Yamaha Music Schools around the country.

"We feel we have been instrumental in the growth of the Spanish music industry," says Hazen. "Our customers appreciate Yamaha's craftsmanship and quality, and we will continue to play our role in promoting Japanese-Spanish relations." ◆

www.yamaha.es

A reliable partner for Japan in Spain

Japanese investments in Spain began increasing substantially in the late 1980s, when trade restrictions between the two countries were relaxed and the Spanish economy experienced significant growth. Leading Japanese companies from the manufacturing, automotive, pharmaceutical and banking sectors established operations throughout the country to facilitate their operations on the Iberian Peninsula.

Even then, as a leading independent Spanish law firm, Gómez-Acebo & Pombo assisted Japanese and international investors with their first steps into Spain. "Japanese investors needed a reliable partner who understood the Spanish market," says Gonzalo Ulloa, the firm's president. "We had the experience and expertise to guide them as they began the process of investing in the country."

Today, the multidisciplinary firm has an important international client base. More than 50 percent of the firm's clients are listed across the globe on

the FTSE 100, PSI-20, Eurostoxx 50, Dax 30, Cac 40, Dow Jones index and the Nikkei 225.

"We have always enjoyed a strong connection to our Japanese clients," says Almudefa Arpón de Mendivil, partner at Gómez-Acebo & Pombo. "We were one of the first Spanish firms to visit Japan and establish connections in the country."

In light of the current economic climate, Japanese investment in Spain has shifted from manufacturing to niche industries. "Japanese companies are beginning to invest in renewable energy and environmental technologies — two key industries in Spain," explains Arpón de Mendivil. "They are also partnering with Spanish companies active in Latin America."

With an extensive network of domestic offices across the country in Madrid, Barcelona, Bilbao, Malaga, Valencia and Vigo — in addition to its four international offices in Brussels, Lisbon, London and New York — Gómez-Acebo & Pombo is committed to continuing to support Japanese investment into Spain. Ulloa is confident about the firm's future ties to Japan, and is especially eager to see increased collaboration between Japan and



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Almudena Arpón de Mendivil, partner, Gómez-Acebo & Pombo and Gonzalo Ulloa, president

Spain — especially during this challenging economic period.

"Considering our experience and extensive network of offices and international partner firms, we will continue to work closely with Japanese companies looking to invest in emerging, technology-driven industries in Spain and abroad," he concludes. ◆

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