

SEKISUI

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World Eye Reports

Netherlands

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# In 200th anniversary of Kingdom of the Netherlands, ties with Japan are strong as ever

The Netherlands is just one-tenth the size of Japan, with just one-eighth of its population, but this northwestern European kingdom facing the North Sea has flourished through the centuries by nurturing a population whose cultural DNA is flush with trading expertise, a genius for innovation and a genuine tolerance of different cultures.

In the 17th century, ships reached the shores of Japan from faraway Holland, and the Dutch were eventually granted extensive trading rights in the land of the samurai. Today, the country celebrates the 200th anniversary of the Kingdom of the Netherlands with its rich global trading heritage intact and growing ties between the two countries.

Special events and festivities commemorating the bicentennial started in November of 2013, and will continue until September. "These events will try to involve as many people and organizations as possible," says Rein Willems, president of the National Committee for the Bicentenary of the Kingdom. "They revolve around five key values that are linked to the Netherlands and that represent the Dutch style: individual rights and freedoms, the rule of law, international orientation, active citizenship and unity in diversity."

In 2009, the Netherlands and Japan celebrated 400 years of trade relations. Despite the physical and cultural differences between the two countries, there are great similarities as well: both are traditional trading nations relatively poor in natural



Amsterdam is one big street party on *Koningsdag* (King's Day), celebrated every April 27 since last year. In its 200th year, the kingdom enjoys an enviable quality of life and a vibrant economy open to all.

resources that rely on global stability to prosper.

The Dutch and the Japanese already work together seamlessly in a wide range of sectors, especially agriculture, infrastructure, machinery and electronics: joining together different styles to produce innovative results. "The Japanese have a more methodological approach when it comes to research, while the

Dutch are more creative," says Radboud Molijn, managing director of DUJAT (the Dutch & Japanese Trade Federation). "Complementation is much more important between the Netherlands and Japan than anything else."

This has resulted in a natural affinity for Japanese companies seeking a foothold in Europe. "The Netherlands is the largest destination of Japanese invest-

ment among European Union countries today," says Masaru Tsuji, Japan's ambassador to the Netherlands. "Almost 40 percent of the investment that Japan does in Europe goes to this country."

The country's key location, together with an excellent infrastructure network, which includes Schiphol Airport outside Amsterdam and the Port of Rotterdam, has turned the country into the premier

gateway of foreign products in and out of Europe.

As well, a competitive tax climate and measures implemented by successive Dutch governments to promote foreign investment have further captured the attention of the relatively large number of Japanese companies that have established their European headquarters in the country.

Local governments are likewise keenly aware of the importance of foreign investment. Regions and cities such as Amsterdam, Brabant or Tilburg have maintained investment-friendly environments that have eased entry for foreign companies seeking to position themselves in this key location in Europe.

Excellent relations between the Netherlands and Japan were exemplified by the state visit to Japan last October of the Netherlands' King Alexander and Queen Maxima. In the bicentenary of this small kingdom by the sea, relations with the world's third largest economy far away in the East are as solid as ever. ♦



The Netherlands is the largest destination of Japanese investment among European Union countries today."

— MASARU TSUJI  
Japan's Ambassador to the Netherlands



Radboud Molijn (L), Managing Director, and Geert Jan Mantel (R), Chairman, of DUJAT (the Dutch & Japanese Trade Federation)

## Japanese-Dutch synergy: Walking in one direction to success

In these days of transportation gridlock, most car rides have actually become much less noisy than they used to be in the past. This is due to the rising use by auto manufacturers of acoustic-reduction films in the window glass to block out noise and vibration. The best of these films are made by SEKISUI S-LEC™ in Roermond in southeastern Holland.

"When SEKISUI first developed S-LEC™ film, it was aimed at the architectural market," recalls Yoshio Aoshima, managing director of SEKISUI S-LEC™, of the company's most well-known product. "But car makers noticed it, and immediately saw its application to motor vehicles. We modified the product to meet the specific demands of the auto industry, and it has succeeded. Now, it is this market that is growing

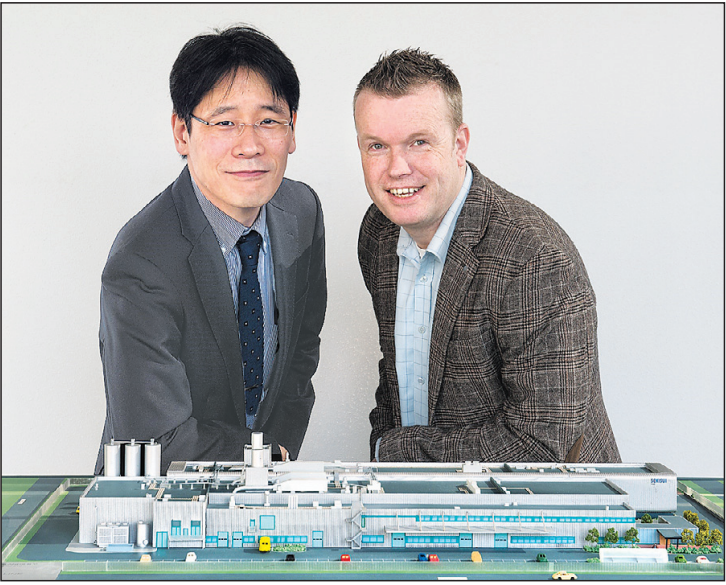
strongly for our film."

SEKISUI S-LEC™ is a Tier II supplier in this sector, as its main clients for the film are glass manufacturers who, in turn, supply the auto industry. Acoustic film is just one of its innovations; it also manufactures solar film to cut heat from sun exposure and "Wedge Vinyl" film for the informational HUD (heads up displays) that are starting to become a feature of more and more high end vehicles.

SEKISUI's Dutch subsidiary is one of the largest factories in its worldwide network, and it now counts the auto sector as its main market. Located in Europe's transportation and communication hub, close to the German border, it efficiently serves its products throughout a continent that is a global leader in quality car manufacturing.

Its current success, however, also harkens back to a company philosophy that encourages innovation and creativity. "We focus on high-value products," says Aoshima, "but we are always looking into new markets and new applications developed from our strong core technology."

In fact, from 2001 to 2007, he worked in SEKISUI S-LEC™ as a technical service engineer, before moving back to Japan to head SEKISUI's R&D department there, and then returning to Roermond last year to take the helm of the company. "Having a technical background is definitely an advantage," he comments, "but excellent client service and support is the



Yoshio Aoshima (L), Managing Director, and Mike Dieters (R), Plant Manager, of SEKISUI S-LEC™, above a scale model of its plant and offices in Roermond

other strong point of our group."

He leads a pan-European team of specialists. From his home across the border in Dusseldorf, Germany, he makes a 40-minute trip to work every day — indicative of the multicultural advantages of SEKISUI S-LEC™'s location.

At SEKISUI S-LEC™, the Japanese-Dutch synergy as proven to be a success. "I found my match here," comments Roermond native Mike Dieters, SEKISUI S-LEC™'s plant

manager, who joined more than 15 years ago. "To me, this company represents cooperation, team building, having common goals and — most of all — respect for each other. Together, we walk in one direction and make one decision."

It's a sentiment echoed by his boss. "Because of their history as traders, the Dutch are tolerant of other people," concludes Aoshima. "We have the same mentality in Japan." ♦

www.s-lecfilm.com/eng/

Because of their history as traders, the Dutch are tolerant of other people. We have the same mentality in Japan."

— YOSHIO AOSHIMA  
Managing Director  
SEKISUI S-LEC™

## Pioneering better lives, four decades along

Tracing its roots in Europe to 1974, the seat of Omron's European operations is located just outside of Amsterdam. It focuses on the global company's four pillars of industrial automation, electrical components, healthcare and automotive sectors, and continues to pave the way for new products, ideas and services to better serve its customers throughout the region.

"Over the past 20 to 25 years, we have shifted from a very Japan-centric business model to one that is ever more inclusive and internationally oriented," says Preben Olsen, director of the Omron Management Center of Europe. "More than 50 percent of Omron's business is now outside Japan, and we continue to listen to our customers' needs and wants from all over the world."

Much of this customer-first attitude lies in the hands of Omron's extensive R&D operations in the Netherlands. Close working relationships with organizations all over the Netherlands lend a creative and innovative aspect to ensuring Omron's long-term technological viability. "It's all about staying competitive through listening," says Olsen.

Omron's Dutch production facilities and European headquarters are also at the helm of the group's emerging markets in the Middle East and Africa. In fact, one of its 6-year-old ventures in South Africa looks to tackle automation needs on the swiftly developing continent.

We have a very strong focus on Omron's principles, which revolve around working for society and improving the people's lives."

— PREBEN OLSEN  
Director  
Omron Management Center of Europe



"Our strategy of expansion in the EMEA (Europe, the Middle East and Africa) region has always been to work with our local and national distributors," says Olsen. "They are our first and most important bridge to our customers in the region and we would like to thank them for their continued support over the past four decades."

Omron's basic philosophy extends far beyond simple economics. As Omron Europe

pushes past 40, it continues to prioritize social relevance through initiatives in renewable energy and green business as well.

"We have a very strong focus on Omron's principles, which revolve around working for society and improving the people's lives," says Olsen. "This is something that had its origins in Japan, and quickly became an integral part of our European business." ♦

www.omron.eu

## Cashing in on checking in

Amsterdam's unassuming Internet giant targets new breed of Japanese traveler

Asked about the corporate culture in Booking.com's low-key, yet thousand-employee-strong, Amsterdam headquarters, its British Columbia-born and bred CEO — Darren Huston — offers this statistic: "Of our nine car parking spaces, only eight are even used. Everyone else comes to work on foot, by bicycle or by public transport."

Welcome to a piece of Silicon Valley on the Amstel.

It is a small yet significant aspect that illustrates why the tourist-friendly Dutch capital is the global headquarters of what pundits have called "the best kept secret on the Internet." Since its acquisition in 2005 by the U.S.-based Internet giant Priceline, it has stayed put in the country where it was first started in 1996 by computer scientist-turned-entrepreneur Geert-Jan Bruinsma. Today, Booking.com alone accounts for more than two-thirds of the Priceline Group's total revenue.

"Amsterdam presents a multitude of advantages for us — from the skilled European and multicultural labor force, to the ease of access and excellent quality of life," says Huston. "We started in Holland, and less than 20 years later, we are Europe's largest e-commerce company by a significant margin."

This European online leader in accommodation rentals recently crossed the 600,000 listings mark on its ubiquitous website, available in more than 40 languages and consulted in over 200 countries around the globe.

In spite of its lofty global presence however, Huston also credits Booking.com's suc-

Learning the strict service culture of the Japanese was important in helping us understand how to serve our customers there."

— DARREN HUSTON  
CEO  
Booking.com



cess to its 135 physical offices and over 8,000 field employees around the world who manage availability and pricing with hotels, who in turn pay a commission for every reservation made. "It's all about trust and relationship building," he says.

For managing Booking.com's growing business in Japan, Huston can look back to lessons learned during his four-year tenure as CEO of Microsoft Japan.

"Learning the strict service culture of the Japanese was important in helping us understand how to serve our customers there," he says. "Of our 12 customer service centers around the world, Tokyo represents one of the most crucial to our success in the region."

Booking.com eased its way into Japan by connecting with its sizeable expat and Nikkei community. Today, it is also focusing on a Japanese travel culture that is increasingly shifting from packaged tourism to what is commonly called flexible, independent travel (FIT) in the tourism world — an independent attitude that is best served by Booking.com's individualized services.

"Our Japanese business has been consistently doubling every year for the past several years," he says. "The Internet has had such a profound effect on the way the travel industry does business, and in a hyperconnected Japanese society — this is no exception." ♦

www.booking.com

OMRON

automate?

Celebrating 40 years of innovation in Europe

Connecting the future and contributing to harmony between people and technology.

We automate!

omron.eu

Changing tomorrow

astellas

astellas has a vision to change tomorrow. Through our commitment to providing patients with hope for a brighter future, we aim to lead the way in our areas of therapeutic expertise; focusing where medical needs remain unmet. Through innovation, Astellas will continue to identify and develop new ways to improve the health of patients.

Our aim is that we will discover tomorrow's medical solutions to today's healthcare problems. In this, as in everything we do, Astellas is committed to the success that comes from Changing tomorrow.

www.astellas.eu  
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Pharma star shines brightly at 10-year mark

Though its Europe Middle East and Africa base is now in London, Astellas Pharma has always been intimately connected to the Netherlands on the European continent. It arose from the merger of Fujisawa and Yamanouchi, whose European expansion had been built on its acquisition of the drugs division of the Dutch chemicals group Royal Gist-brocades back in 1991.

This year, Astellas Pharma celebrates its 10th anniversary in fine form. Since 2013, its European R&D headquarters has been based in the town of Leiden, southwest of Amsterdam, in a new Building Research Establishment Environmental Assessment Methodology (BREEAM)-certified sustainable building (the first of its kind in the country) designed by world-renowned architects Ben van Berkel and Caroline Bos of UNStudio. Housing both offices and research laboratories linked

“We’ve focused on strengthening our leadership in transplant and urology treatments, and now we have added oncology as well.”

— DICK KOOIJMAN  
General Manager  
Astellas Pharma



ASTELLAS PHARMA

by an internal Japanese garden, Mirai House is a futuristic and transparent vision on a human scale in the midst of the Leiden Bio Science Park.

“Here in this building — fit-

tingly called Mirai because it is our base for the future — we have our European R&D, supply chain, shared services and Dutch commercial activities,” says Dick Kooijman, general

manager of the Dutch affiliate. “We also have an important manufacturing center in Meppel in northeast Holland.” A considerable part of Astellas’ European pharmaceutical production is done there.

“Europe is a very important market,” he adds. “Our plan —

Mirai House is a futuristic and transparent vision on a human scale in the midst of the Leiden Bio Science Park.

“Vision 2015” — had a goal of €2 billion in European sales by the end of the combined 2015-2016 year, but in fact we achieved this objective a year early. We’ve focused on strengthening our leadership in transplant and urology treatments, and now we have added oncology as well. In these fields, we aim to be global category leaders.”

A key part of achieving that

is Astellas’ new prostate cancer drug Xtandi (enzalutamide), developed in partnership with San Francisco-based Medivation. Since its approval in 2012, the drug has reached more than \$1 billion in global sales. “This drug is indicated for use before or after chemotherapy,”

explains Kooijman. “It blocks a crucial signalling pathway in the prostate cancer cell, thereby extending the lives of cancer patients while maintaining or even improving their quality of life. In this field, it is the best treatment available at the moment.”

Developing such effective drugs comes at a huge cost, and those outside the industry sometimes poorly understand



ASTELLAS PHARMA

Mirai House, Astellas’ new European R&D headquarters in Leiden, is the country’s first BREEAM-certified sustainable building. An internal Japanese garden links offices and research labs.

this. “You have to patent a new molecule, upon its synthesis, for a period of about 20 years,” he comments. “Ten to twelve years of testing and innovation pass before a drug can be commercialized. The years in which

costs can be recouped are not very long, and a range of successful products on the market are inevitably shadowed by R&D failures whose costs must be absorbed by pharma companies.”

Kooijman is working to improve this general image. “The only thing that will safeguard our future growth is to keep developing new products in unmet medical needs,” he says. ♦ [www.astellas.nl](http://www.astellas.nl)

A message from the King’s Commissioner  
Dr. Wim van de Donk

Innovation. Enterprise. International cooperation. These are the strengths of Brabant, a successful Dutch region in Europe and a wonderful place to live. Brabant is strategically located in Europe and strong in knowledge and innovation. Combined with its close cooperation in national and international networks this results in an excellent business climate.

Our high-tech sector is among the most advanced in the world and makes a significant contribution to solving social issues in the fields of health, energy, food, mobility and sustainability. An example is “smart health” technology. We are turning the threat implicit in demographic changes into opportunities for the innovation business. These innovations will enable people to live independently while receiving appropriate care and treatment at home.

Brabant can maintain its top position due to the successful collaboration of companies, knowledge institutes and government. Investments in new and existing technologies, companies and knowledge institutes lead to an increase in the number of innovative startups. As a true high-tech manufacturing region, product and process development, as well as design, are well refined.

After 400 years diplomatic and economic ties between our two countries, and deep friendship between our royal houses, I feel a strong connection to Japan. This shows in the number of Japanese companies in Brabant. With over 70 Japanese firms in Brabant, a university of technology with links to the Tsukuba region and good governmental relations in the Osaka region, Japan is never far away.

Brabant is open to others — wherever they may be in the world. Work and pleasure are inextricably bound together here and form the basis of our success. Would you like to join us in thinking up great solutions and taking advantage of the strategic location and the opportunities available? We would be honored to meet you.



BRABANT

BRABANT: FAST FACTS

- Brabant, the Netherlands**
- Inhabitants: 2,480,000
  - 30 percent Manufacturing Industry in the Netherlands
  - 50 percent Company R&D spending in the Netherlands
  - Strong in:
    - High-tech Systems and Materials
    - Chemicals
    - Agrofood
    - Life Sciences
  - No.1 FDI Strategy Western Europe
  - European Entrepreneurial Region 2014
  - More than 70 Japanese companies in Brabant: Omron, Fuji Film, Châteraisé, Canon, Hitachi, Iris Ohyama, Panasonic, Mizuno, Ricoh

Looking for a strategic location in Europe?

Brabant Development Agency



“Is your plant ready for the future?”



[www.yokogawa.com/eu](http://www.yokogawa.com/eu)

YOKOGAWA

Technology and innovation, woven together through the centuries

Royal TenCate is one of a rare breed; companies that are tributes to both classic European entrepreneurship and progressive modern Dutch values. Regarded as the Netherlands’ oldest existing industrial manufacturer, the 311-year-old company has evolved to become a global purveyor of such high-end technical textiles as protective fabrics, aerospace and automotive composites, armor composites, geosynthetics and synthetic turf.

“Throughout our history we have evolved from a production-based company to one that is technology and innovation-driven,” says the company’s President and CEO, Ir Loek de Vries. TenCate is currently present on three continents, employing over 4,500 people in 30 countries, including Japan. Founded in 1704, the materials technology company has maintained strong business relations with such local companies as Kyokuto Boeki Kaisha, Sumitomo, Teijin and Mitsubishi Chemicals. It continues to provide seamless solutions for well-known global Japanese brands.



ROYAL TENCATE

Ir Loek de Vries, President and CEO of Royal TenCate

mass customization.

“We’ve developed this breakthrough technology over the past 10 years. Digital printing is the first step, while our main goal is digital finishing,” says de Vries. “We aim to change the properties of textile substrates. Also bringing down water treatment costs and labor costs while increasing quality.”

Reinventing the wheel

TenCate has become internationally known for its thermoplastic composites and its role in the development of a wide

array of technical textile-based products for such niche market segments as firefighting, military, aviation, spacecraft and sports.

“Thermoplastics are the future,” says de Vries. “Unlike thermosets, these composites can be processed through mass production, and have a wide variety of advanced applications.”

Consumer cars, oil and gas pipelines and even footwear are just some of the other niche markets TenCate has chosen to put a keen composites focus on in the coming years. At the Hannover Messe industrial fair last year, in front of Germany’s Chancellor, Angela Merkel, TenCate unveiled the latest in a string of applications for its thermoplastic composite technology — this time a re-engineering of the classic steel car wheel.



ROYAL TENCATE

TenCate’s thermoset composites for the production of the all-composite chassis in the Alfa Romeo 4C

“This advanced material is stronger than steel and uses Japanese carbon fiber from Toray,” says de Vries. “It’s lighter than aluminum, improves safety, saves fuel and helps reduce the mobility carbon footprint.” Following its presence in the Formula 1 market in the past decade, TenCate last year has set new feet on the ground in the sports car industry by delivering thermoset composites to Italian partner Adler for the production of the all-composite chassis in the Alfa Romeo 4C.

Catching fire

TenCate also specializes in protective



ROYAL TENCATE

TenCate’s flame resistant fabric, the Defender M, is used in military clothing.

fabrics for military and industrial personnel, and advanced — textiles or ceramics based — armor for military vehicles, ships, helicopters and aircraft. Its Defender M fabric is an inherently flame-retardant material used by the military, special forces and riot police in over 30 countries, most famously by the U.S.

“The majority of fatalities in combat missions stem from fire-related injuries rather than bullet wounds,” says de Vries. “We are proud to say we are one of the reasons why troops are able to find their way home.”

Sportsmanship

As market leader, TenCate supplies synthetic turf systems to the industry



ROYAL TENCATE

The Cruyff Court of Keisuke Honda in Kanazawa is a partnership between TenCate and the Johan Cruyff Foundation

100 years on, automation specialist leads the field in Europe

In its global centenary year, Yokogawa continues to pivot from its base in the Netherlands — its backbone in Europe — more than 50 years after taking its first steps into the continent.

Some of the company’s major partners in the region include major oil and gas, as well as chemical and pharmaceutical companies, and Yokogawa continues to pride itself on its pioneering distributed control system (DCS), which has served and optimized facilities all over Europe.

Will de Groot, vice president of industrial automation, sales and marketing for Europe, and managing director of Yokogawa in the Netherlands, is responsible for the Dutch market. “Much of our business is sustained by long-term relationships,” he says. “We continue to invest in research and development to help create new products for our new and existing customers.”

Apart from critical European industries such as petrochemicals and pharmaceuticals, the oil and gas sector is still one of the top short-term priorities for de Groot and his colleagues. One of Yokogawa’s flagship long-term projects in Europe is the continent’s largest natural gas field, which also hosts the world’s largest DCS-run system.

Yokogawa has also fully automated multiple liquefied natural gas (LNG) terminals in and around Europe, and has a stake in one of the largest industrial endeavors above the Arctic Circle, a massive LNG undertaking in Russia that will transport gas from there to various places around the world.



YOKOGAWA

“We continue to invest in research and development to help create new products for our new and existing customers.”

— WILL DE GROOT  
Vice President of Industrial Automation, Sales and Marketing for Europe, and Managing Director of Yokogawa in the Netherlands

“We are here to optimize our customers’ assets through smart solutions,” says de Groot. “Our job is to create more productive and more efficient supply chains for the benefit of all our stakeholders.” ♦ [www.yokogawa.com/eu](http://www.yokogawa.com/eu)

Rock solid in the center of Europe

In 1998, Furukawa Rock Drill (FRD) Europe laid the foundations for an unlikely, but easy story of success. At the time, expectations were humble as networks were only just being established in an increasingly competitive mining and construction machinery industry.

“Germany was such an important market for our Japanese headquarters,” recalls Mark Okamoto, managing director of FRD Europe. “I came to the Netherlands with the intention of increasing our presence in the region, and especially to match the specific standards of our German customers.”

Over the next decade, the company grew substantially. In 2008, plans were laid out and property was purchased for what would eventually become the company’s current base of operations — just outside Amsterdam, in Utrecht.

However, as it did to everyone else, the global economic recession that started that same year negatively impacted FRD Europe’s business. Over the next three years, the company experienced an unprecedented period of economic challenges. And yet, FRD not only survived, but thrived. Okamoto attributes this not just to the quality of the company’s products, but also to its people.

“We needed new blood,” he says. “We hired young people, skilled

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— MARK OKAMOTO  
Managing Director  
FRD Europe



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people and more international people. They have helped bring in new energy to the company.”

This was made easier by the availability and proximity of the Netherlands’ talented pool of highly skilled locals and expats. It has lent a global perspective to companies such as FRD that have established footholds in some of Europe’s most elusive markets from bases in the trade-oriented country in the center of western Europe.

Today, FRD Europe has established a strong presence with branches in

Spain, Germany, Russia and South Africa, while continuing to communicate directly with clients to find out specific wants and needs in order to become both the No. 1 and the only one in the market in Europe, Russia and Africa.

“We started to post profits again in 2011,” says Okamoto. “This year is continuing to look positive for us, thanks to all our clients, and we are excited to see what the future brings for us to become No. 1 in the market.” ♦ [www.frd.eu](http://www.frd.eu)



# Netherlands Business Report

www.worldeyereports.com

## Drug specialist provides global pharma players with key tools for efficient development

With more than 27 years of expertise in the field of clinical research, not to mention close relationships with such institutions as Harvard in the U.S. and Leiden University closer to home, the Centre for Human Drug Research (CHDR) has become a respected early stage pharmacology institute with a global client base that reaches from Asia to Europe and North America.

Counting on a highly experienced team of specialists, the CHDR serves a quickly diversifying and increasingly complex pharmaceutical and nutraceutical industry by conducting focused services for companies dealing with different areas such as the central nervous system and internal medicine.

“Some pharmaceutical companies come to us looking for the right method to develop their drugs,” says professor Adam Cohen, CEO of the CHDR. “We provide them with innovative techniques we have created to develop their products in a more economic way. We also determine a drug’s medical and commercial viability — saving a lot of money for our clients.”

Its strategic location in the heart of the Leiden Bio Science Park provides the CHDR with an unmatched network of talent and resources at its disposal. Cohen’s strategic synergy with both industry and academia not only provides the company with high-end specialists and staff members, but also allows the CHDR to develop new research

“Some pharmaceutical companies come to us looking for the right method to develop their drugs. We provide them with innovative techniques we have created to develop their products in a more economic way.”

— ADAM COHEN  
CEO  
Centre for Human Drug Research (CHDR)



CHDR

techniques by fusing complementary domains in science, engineering and mathematics.

The development of new research programs and its work in progressive early stage

clinical trials continues to foster a spirit of growth within the CHDR, as well as preserve its status as a global player in the bioscience sector. ♦

[www.chdr.nl](http://www.chdr.nl)

## Focusing on Europe’s future

Japan’s imaging and analysis player JEOL has been competing in the Benelux region for over 40 years, maintaining a strong network of clients while adapting itself to new trends and regulations in a changing European marketplace.

Long-term partnerships with key institutions such as the universities of Antwerp, Brussels, Ghent, Wageningen, Eindhoven and Groningen have been crucial to the success of JEOL (Europe) BV, in addition to its established presence in the semiconductor, pesticide and food manufacturing and environmental research industries.

“We’ve made ourselves well known throughout our niche market,” says Bob Hertsens, managing director of JEOL (Europe) BV. “Our people travel a lot, speak with customers and participate in scientific conferences and industrial exhibits.”

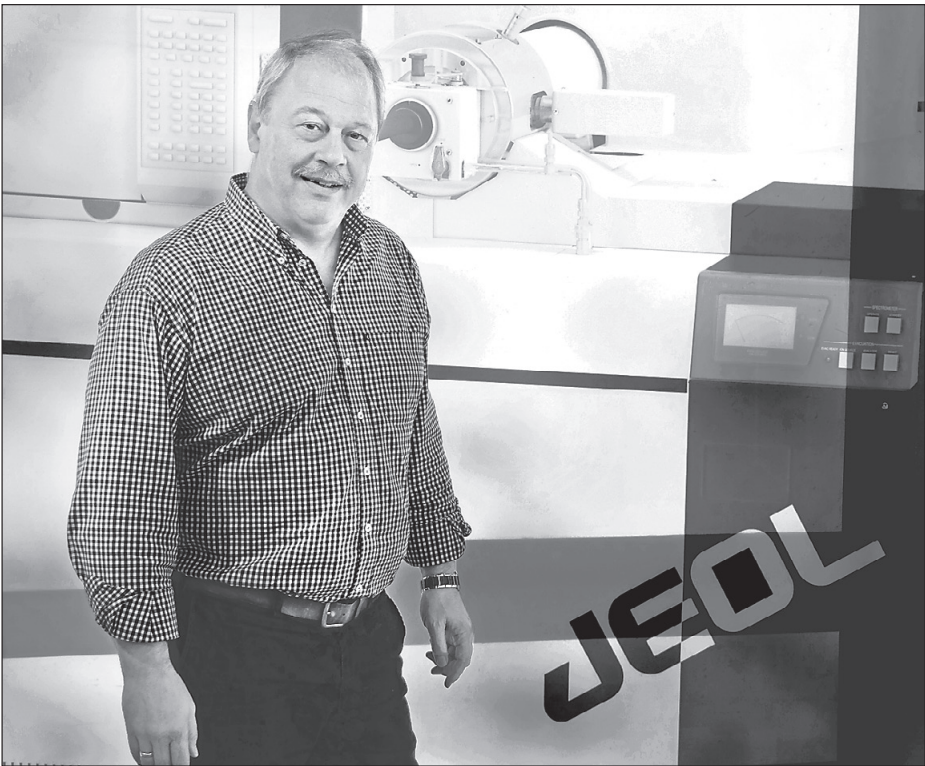
Vigorous bilateral communication between JEOL’s European subsidiaries and Japanese headquarters provides an important two-way dialogue that continues to fuel the company’s research and development for its microscope and spectrometer technology. Hertsens knows that working with his customers to find innovative new scientific and industrial applications is essential to the company’s future.

“It looks like we’ll experience continuous growth in fiscal 2015,” he says.

JEOL’s emphasis on strong customer relations and high quality technical services, including training and maintenance, is part of the reason for that success, coupled with a continuous drive to nurture and develop trusted staff members who have been working with him for much of the past two decades.

“We want to continue introducing new services into the market,” says Hertsens. “This can only be done through keeping our core group while expanding our staff.” ♦

[www.jeol.be](http://www.jeol.be)



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“We want to continue introducing new services into the market. This can only be done through keeping our core group while expanding our staff.”

— BOB HERTSENS  
Managing Director of JEOL (Europe) BV

## Japanese EMEA HQ celebrates decade of success

On its 10th year as regional headquarters for the international group’s operations in Europe, the Middle East and Africa (EMEA), Mimaki Europe’s resilient corporate culture, as well as its dedication to its partners across the continent, stand out as key aspects of a successful decade.

“As we represent Mimaki’s most important market outside Japan, we need to handle customer feedback efficiently and meticulously,” says Sakae Sagane, managing director of Mimaki Europe, in his office in Amsterdam. “In fact, we recently opened a new technical center in Istanbul to complement our demand in the region.”

Known internationally as a leader in solvents, UV and textile printing technology, Mimaki’s development of strong two-way client relationships has made its EMEA headquarters into a pillar of the Japanese multinational, accounting for more than one-third of its parent company’s global turnover.

“In the textile and glass printing industry, only 10 percent of the market has been penetrated,” says Sagane. “Not only does that leave us with huge potential growth for the rest of the market, we also currently control 50 percent of the textile sector and 30 percent of the glass industry for

“As we represent Mimaki’s most important market outside Japan, we need to handle customer feedback efficiently and meticulously.”

— SAKAE SAGANE  
Managing Director  
Mimaki Europe



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our specialized products here in Europe.”

Mimaki’s strategic positioning in the industrial, graphics and textile industry has been recognized globally, most recently at the Viscom Awards in November 2014.

“Long-term partnerships with our European peers have been key to the success of Mimaki Europe over the past 10 years,” says Sagane. “We want to continue growing with our network of customers, distributors and dealers into the next decade.” ♦

[www.mimakieurope.com](http://www.mimakieurope.com)

Mimaki