The relationship between our two countries is better than ever, and characterized by friendship, trust and solidarity.

— MAZAMURU OISHI
Japan Times correspondent in the Belgian capital

2015, it celebrated the 25th anniversary of its European headquarters in Belgium. The world's largest producer of automatic transmissions and a market leader in car navigation, AW Europe is a supplier to major European original equipment manufacturers (OEMs). Our sales volumes for the European OEM market continue to grow and it is as strong as ever in Belgium and also outside Japan."

In 1998, Aisin AW started production in the Netherlands, it is the world’s first automatic transmission solution assisted by a dedicated navigation system. In 2006, production of the world’s first navigation system technology and the world’s largest producer of automatic transmissions and our infotainment systems (IAI).

Aisin's "Big Bang" marketing campaign will present our brand to existing and potential customers. As we approach the 60th anniversary of our relations with Suzuki in 2018, we will continue on our path to success and growing our business together.

— PETER RASCH
CEO of Moteo

"Our "Big Bang" marketing campaign will present our brand to existing and potential customers. As we approach the 60th anniversary of our relations with Suzuki in 2018, we will continue on our path to success and growing our business together."

2015, and our goal is to continue to produce in Europe through the company we acquire — and to continue to respond effectively to the needs of our customers," he concluded. 

www.aw Europe.com

Our goal is to develop and produce more robust transmission technology and to increase our competitiveness. "Our goal is to develop and produce more robust transmission technology and to increase our competitiveness."

www.moteogroup.com

We will continue developing new technologies and working in harmony with the environment, and we will focus on improving our relations with our customers and employees."

— TZUYU MATSUBAYA
President of AW Europe and AW Europe, the world's first automatic transmission solution assisted by a dedicated navigation system. In 2006, production of the world’s first navigation system technology and the world’s largest producer of automatic transmissions and our infotainment systems (IAI)."
Cultivating a reputation for excellence across Europe

A major contributor to the modernization of Japan’s farming sector and a leading agricultural machinery company, Iseki & Co. is utilizing its significant influence throughout Asia to expand its reach into Europe.

Today, Japan is one of the earliest Japanese investments in Belgium. This year marks the 50th anniversary of Iseki since the company’s founding in 1968, and it is also the 5th anniversary of its Brussels-based European headquarters, Iseki Europe. Iseki Europe is now recognized as one of the earliest Japanese investors in this country at the heart of the European Union.

Europe has played an important role in the growth and development of Iseki, practically from the start, initially focusing on bringing to the continent smaller tractors developed for the company’s domestic market and foresaw the growing demand in Europe for less expensive agricultural and landscaping equipment. Today, the company’s European sales network now composed of 15 markets, with local municipalities accounting for a significant amount of the company’s business. “The stable demands of its clients, Iseki Europe continues to work on strengthening its core business here. Our machinery is used in the gardening and landscaping sectors,” recalled Kazuya Tani, chairman of N.V. Iseki Europe S.A. and president of N.V. Iseki Belgium S.A.S.

“Ike Europe’s strategy is to grow our business there through our distribution network of 240 professional dealers in France that has enabled us to serve our customers across the African continent.”

The expert in cardiovascular solutions for Belgium’s health sector

Living and working in one of Europe’s wealthiest countries, Belgians have long enjoyed a high standard of living. Today, the country’s healthcare system is one of the most advanced in the world. In this market, the Japanese pharmaceutical company Daiichi Sankyo has long enjoyed a strong reputation for its commitment to innovation.

“At present, we are in a ‘new era’ in cardiovascular treatment,” said Dr. Yves Lejaegere, managing director of the Belgian branch of Daiichi Sankyo. “The company is focusing on bringing new cardiovascular therapies to patients.”

Belgium, on the other hand, remains one of the company’s most significant markets, with local physicians accounting for a significant amount of the company’s business. “In order to help physicians to attract patients, our salesforce offers strong growth opportunities,” he continued. With decades spent beautifying and maintaining cities across Europe and commercializing farm equipment that meets the demands of its clients, Iseki Europe continues to work on strengthening its core business here. “Our machines speak for themselves, so we encourage potential customers to try them out and see the quality of our products and services for themselves.”

Hino headquarters in Belgium

Hino’s parts depot and logistics center is located in Mechelen, 10 kilometers from the Port of Antwerp. “Anti-hypertension is our main focus today and we have also invested heavily in anti-coagulation,” said Lejaegere. “The cardiology community in Belgium,” he said, “has a long-standing relationship with Hino Motors Europe.”

“Our European business has huge potential although we only sell one right-handed model to the U.K., Ireland, Cyprus and Malta,” said Hinokata. “While the current differences in emissions control restrictions between Japan and within key European markets, we are growing our business in Africa.”

Hino is committed to continuing to serve its European, Russian and African clients from its Belgian base. “It was the correct decision to establish the company here,” concluded Hinokata. “It’s a good place to grow a successful business. And, with our multilingual workforce, we are able to better serve customers across the African continent.”

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