

FRANCE

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French President Emmanuel Macron and Japanese Prime Minister Fumio Kishida exchange greetings at the Hiroshima G7 summit.

Japan and France: An exceptional partnership built over a century of close ties

With 165 years of robust bilateral ties between them, France and Japan have enjoyed a very strong and progressive connection for centuries. This relationship is one founded on and fostered through shared values, strategic partnerships and vibrant cultural exchange.

The two nations hold each other in deep regard and look to one another as important partners and key stakeholders in their regions, as well as in the international community.

"Japan-France bilateral ties have steadily deepened," H.E. Makita Shimokawa, ambassador of Japan to France, noted. After assuming his post in December 2022, the ambassador has witnessed this steady deepening of the amiable affiliation over the course of just seven months.

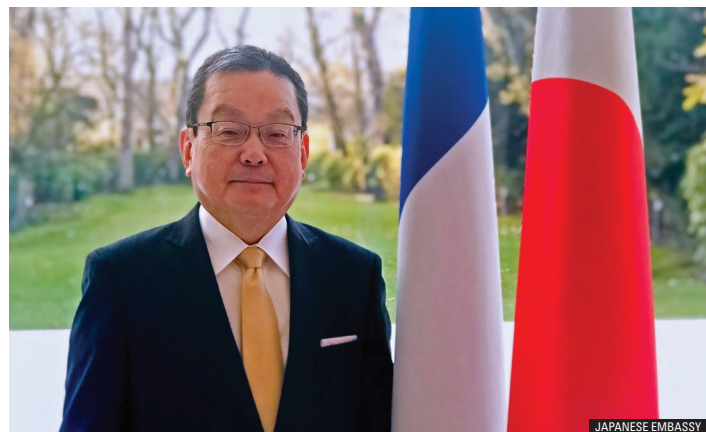
"Japan and France began 2023 with Prime Minister (Fumio) Kishida's visit to France, and the opening of the Consular Office of Japan in Noumea. Our close partnership has advanced on various fronts," Shimokawa pointed out.

Relations between the nations have grown surely and steadily in recent years, as evidenced by their close dealings and reciprocities.

As members of the Group of Seven industrialized nations and the Group of 20, Japan and France have worked side by side to address major global issues, continuously collaborating on achieving peace and security on both a regional and a global level, securing international financial stability, mitigating climate change, and eking out paths toward sustainable development.

two countries signed a joint statement on nuclear energy cooperation, and have been carrying out joint exercises on a regular basis, especially in the Indo-Pacific region. And we also cannot forget France's valuable assistance in the evacuation of Japanese citizens from Sudan," he said.

Japan's role as current host of the G7 will only serve to propel the partnership to new heights.



Makita Shimokawa, Ambassador of Japan to France

Shimokawa also noted some recently achieved milestones by France and Japan.

"May 2023 was marked by the seventh Japan-France Foreign and Defense Ministers' Meeting, and the Japan-France bilateral summit meeting during the G7 Hiroshima summit. The

"In 2023, Japan has assumed the G7 presidency and also serves as a non-permanent member of the U.N. Security Council. I am convinced that Japan and France will continue to dynamically reinforce our 'exceptional partnership' in the future." ♦

www.fr.emb-japan.go.jp

From Japan to France, Ajinomoto Foods Europe is umami's unwavering advocate

Food is essential to survival; flavorful food, however, is essential to truly living.

Ajinomoto has been realizing its "Eat Well, Live Well" philosophy throughout its business for over a century. Founded in 1909, the iconic Japanese brand delivers umami-rich goodness to millions of households the world over — and Europe has most definitely joined the flavor revolution.

The company's European and African arm is flourishing in flavorful ways, so much so that this presence comprises three dynamic affiliate ventures. Moreover, the regional office is headquartered in France, a country largely considered to be the world's gastronomic center.

Ajinomoto has been realizing its 'Eat Well, Live Well' philosophy throughout its business for over a century.

Masami Kashiwakura, Executive Officer & Vice



President, General Manager, Europe & Africa Division, Ajinomoto Co., Inc., explained the operation as follows.

"We're part of the global Ajinomoto group stationed in France, with three affiliate companies: Ajinomoto Europe, a corporate hub and re-

al needs of the Europe and Africa Division; Ajinomoto Foods Europe, which manages and operates two major businesses — one a food solutions and ingredients business, the other a consumer goods business supplying Japanese frozen foods and other products, like gyoza (dumplings), yakitori and ramen — to B2B (business-to-business) and B2C (business-to-consumer) markets; and Ajinomoto Frozen Foods France, wholly owned by Ajinomoto Foods Europe, where we manufacture said Japanese frozen foods and other products,

like traditional French macarons," Kashiwakura said.

"We also have three factories in Nesle, Le Neubourg and Castelsarrasin.

Kashiwakura is quick to credit the rising popularity of Japanese food products in France — and the desire for the umami taste sensation that Ajinomoto's amino acids infuse into dishes — to the washoku boom worldwide. He describes the company's position as "unique in the market," owing to the competitive advantage they provide: They are experts at creating "deliciousness technologies" for food solutions and ingredients, as well as makers of ready-to-cook Japanese food products.

"We are always following French food culture to learn about the local preferences and requirements, so that we may al-

so suggest new tastes to increase the joy of cooking and eating together, through our 'deliciousness technologies' solutions."

"We will continue to fully leverage our technology and know-how to meet our consumers' preferences and desires. On top of that, we plan to extend our contributions beyond the food industry to the green and health care sectors, moving forward." ♦

www.ajinomoto-europe.com



Ajinomoto's chicken and vegetable gyoza is a ready-to-cook meal of frozen Japanese dumplings with rich taste and flavor.

Feral-Torachu: Trusted legal partners in France and Japan

As the economic ties between the European Union and Japan are strong and resilient, with trade in goods and ser-

more businesses need assistance in navigating the rules and regulations, which means rising demand for legal services.

Toranomon Chuo Law Firm (Torachu), based in Tokyo and founded over 30 years ago, is a cutting-edge Japanese firm with a broad range of legal services, focusing primarily on business law, finance law, intellectual property, corporate crisis management, compliance and litigation. Torachu is recognized as one of the best business law firms in Japan.

The French firm Feral, based in Paris and founded almost 35 years ago, is a leading firm highly specialized in technologies and digital law, intellectual property and complex and international litigation. Feral has been ranked for more than 20

years as one of the top-tier law firms in France by Legal 500 and Chambers and Partners. Feral was recognized as Law

companies and groups doing business in Europe, and French businesses with legal needs in Japan, especially in

Feral and Torachu have built a strong relationship over the years by assisting Japanese companies and groups doing business in Europe, and French businesses with legal needs in Japan.

Firm of the Year 2023 in technologies in France by the prestigious Best Lawyers guide.

Feral and Torachu have built a strong relationship over the years by assisting Japanese

business law, technologies and intellectual property. Their goal is to serve their clients as "trusted legal partners" and to fight for justice. ♦

www.feral.law
www.torachu.com

Vessel: Securing the industrial sector at the most fundamental level since 1916

Quality is in the details, and every product is only as good as its small-est parts.

With over a century in the toolmaking industry, having been established in 1916, Osaka-based Vessel Group makes it their business to ensure quality at a fundamental level. The company manufactures top-notch screwdrivers, driving bits, industrial tools and electrostatic discharge-related items to secure any product at its most basic components: its screws and bolts.

From securing small-scale consumer goods to enabling the success of large-scale building projects, Vessel has a range of unique handheld, electri-



We will further develop sales channels, such as building hardware, mechanical engineering, electronic equipment, automobile maintenance and e-commerce, as well as strengthen relationships with retail companies."

STEPHANIE K. TOKUOKA
Representative
Vessel-Europe

cal, pneumatic, industrial, and gasoline engine tools to get the job done — and to get it done well.

With a growing demand in the European market, Vessel-Europe has been headquartered in Mau-

repas, France, on the borders of Paris, since 2010. Leveraging its long-established expertise in the industry, Vessel-Europe supplies European retailers with top-quality products that are often unavail-

able from local suppliers.

"Our European retailers and regional distributors, like Fousier and EQIP, are very, very happy. Of course, we respect that they care about their local suppliers, which is why we try to supply them with original Vessel products that they can't get in France," Stephanie K. Tokuoka, Vessel-Europe's representative, shared.

To keep up with the increase in demand and growth, as well as the ever-evolving times, Vessel has invested heavily in robotics technology, for which it has developed an array of fastening bits.

The company has likewise ventured into a newer, more eco-friendly



Vessel professional tools: Since 1916, Vessel has worked to ensure quality at a fundamental level.

phase of technology, all while strengthening each aspect of its operations.

"We will further develop sales channels, such as building hardware, mechanical engineering, electronic equipment, automobile main-

tenance and e-commerce, as well as strengthen relationships with retail companies. All this helps create new jobs, new marketing and new business lines; it makes business more fruitful," Tokuoka explained.

Moreover, Vessel continues to invest in its people, maximizing individual talent and focusing internally to build its team.

"The objective is to develop future executives; so, we maximize the individual skills of each employee and their ability to achieve success. We motivate our team and foster a spirit of unity — solidarity for success is the foundation of Vessel. It's quite a tough job, but it's really pleasurable work." ♦

www.vessel-europe.com

VESSEL

Let us think.

Eat Well, Live Well.

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AJINOMOTO

Ajinomoto Foods Europe

Local teams and local facilities with Ajinomoto expertise and skills

CHICKEN Gyoza

AJINOMOTO

PURELY QUALITY. PURELY TASTE. PURELY MONOUMAMI. ULTIMATE.

MADE IN FRANCE

NET WEIGHT 1.8kg

Ajinomoto Foods Europe
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